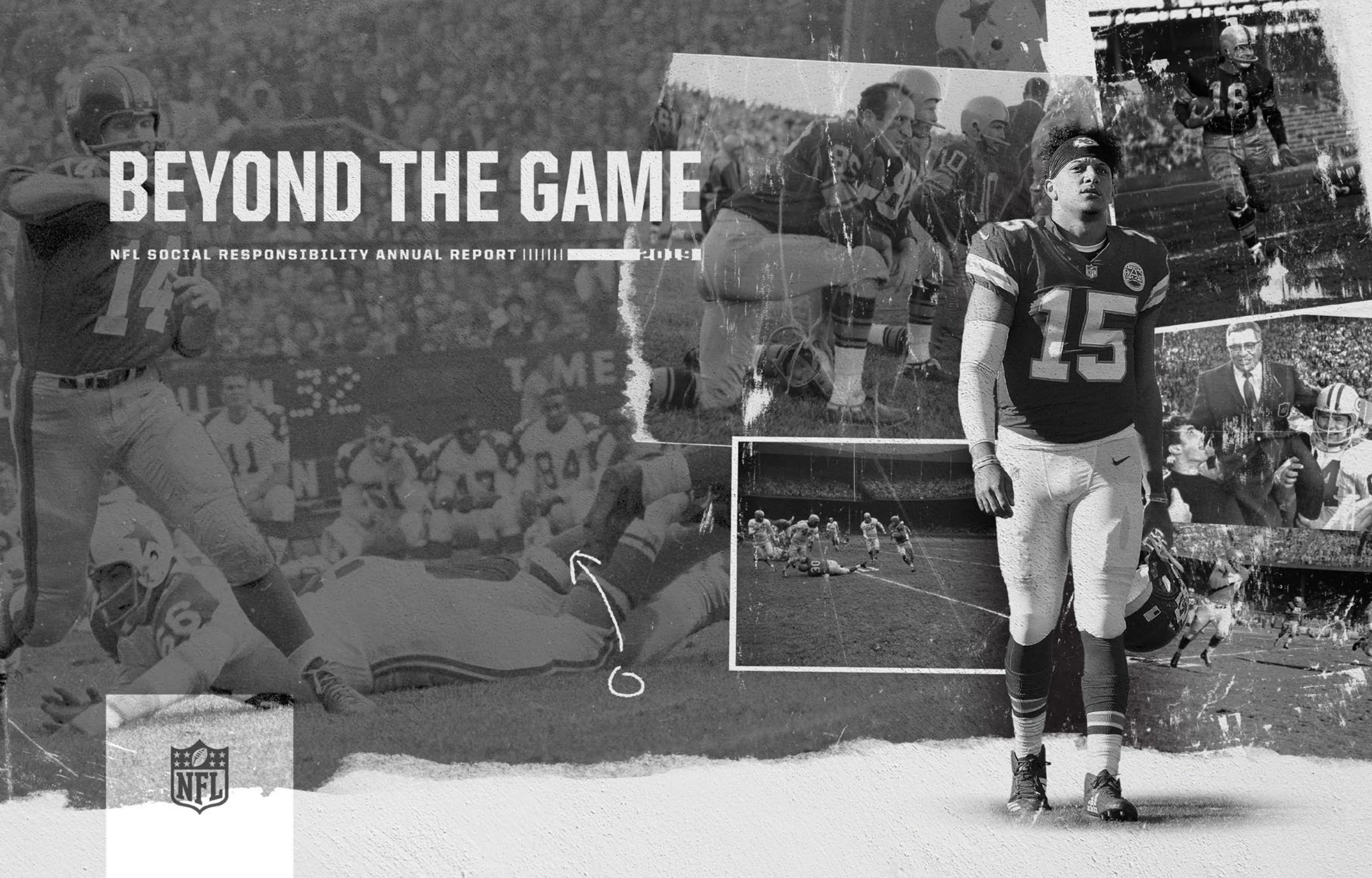


BEYOND THE GAME

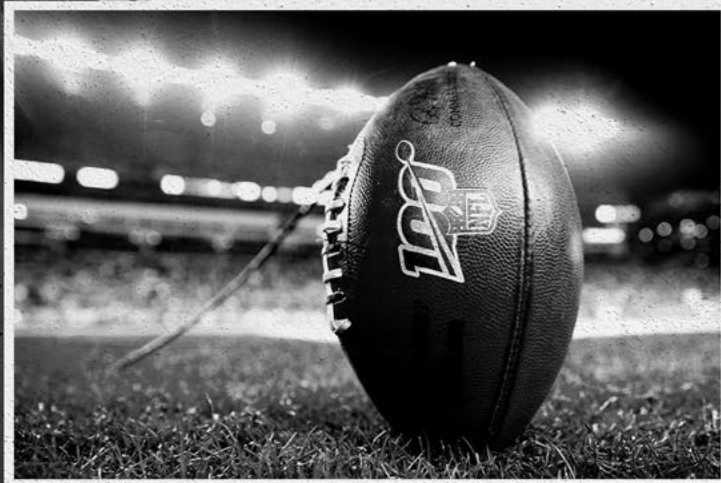
NFL SOCIAL RESPONSIBILITY ANNUAL REPORT |||||



MISSION

INSPIRE AND UNIFY PLAYERS,
FANS AND COMMUNITIES TO LEAVE
A POSITIVE, MEANINGFUL IMPACT.





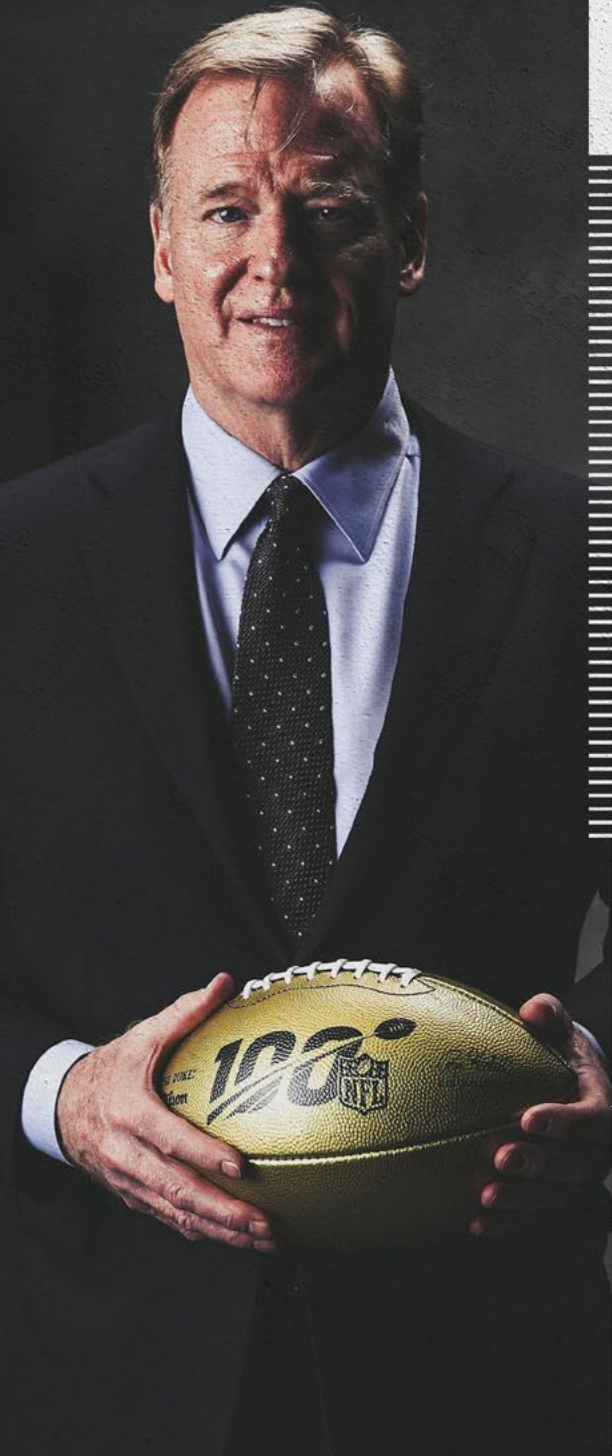
THE NFL EMBRACES ITS ROLE IN
UNIFYING OUR COMMUNITIES,
ADDRESSING KEY SOCIAL ISSUES
AND SERVING AS A FORCE FOR
POSITIVE CHANGE.



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LETTER FROM THE

COMMISSIONER

At the National Football League we know that football goes beyond the field. We have the responsibility and platform to make positive impact in communities across the country. In 2019, in honor of the League's 100th season, we invited our fans, players, clubs and employees to join Huddle for 100, an effort to inspire 1 million people to volunteer 100 minutes of their time to make meaningful contributions to their communities. We shattered that mark and reached nearly 400 million volunteer minutes from more than 1 million volunteers donating their time back to their communities. Huddle for 100 brought our fans and communities together from the NFL Draft in Nashville to Super Bowl LIV in Miami and we know the impact will be felt for the next 100 seasons of the NFL. Overall, our 100th season served as a culmination of our collective efforts to honor those who came before us. We sought to inspire engagement from everyone—from Hall of Famers to draft prospects, from the front office to the fans. In our success, we realized we don't just impact our community, we take part in shaping it. We do this year-round and hand-in-hand, with members from the community who are able to give back. We also continued to work on our cause platforms and hosted Huddle for 100 events surrounding them, working with our partners at American Cancer Society on risk reduction early detection and for multiple cancers. NFL PLAY 60 helped youth across the country get active and

healthy, and we continued to expand Character Playbook in schools nationwide. We honored, empowered and connected with the great men and women who serve our country in the U.S. Armed Forces through Salute to Service. We also embarked on our second year of Inspire Change and have pledged to strengthen our commitment against racial injustice and social inequality. Each year, players embrace their leadership role by serving society all year long and the Walter Payton NFL Man of the Year Award highlights their 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, Calais Campbell, during Super Bowl Week in Miami. We can't thank the NFL Family enough for their support and volunteerism to make Huddle for 100 and NFL 100 so successful – and we promise to continue to make positive strides and do the groundwork in our communities for the next 100 years.

ROGER GOODELL
NFL COMMISSIONER

HUDDLE

FOR **100** 



In honor of its 100th season, the NFL invited fans to partner with them, the players, and the teams in **Huddle for 100**. Through the initiative, participants were encouraged to choose a cause, donate 100 minutes of their time, and help shape what their communities will look like in the next 100 years. The goal was to inspire a total of one million people to give their time, culminating in 100 million minutes donated to help celebrate the NFL's centennial season.



GOAL:

1 MILLION PEOPLE × 100 MINS. EACH =

100 MILLION
MINUTES VOLUNTEERED

BY SUPER BOWL LIV:

397,253,630
MINUTES VOLUNTEERED

EQUATES TO

757 YEARS' WORTH OF VOLUNTEER TIME

HAS AN ECONOMIC VALUE OF

OVER \$168.36 MILLION

Huddle for 100 launched at the 2019 NFL Draft and, in November, the NFL had already surpassed the 100-million-minute mark. By the time Super Bowl LIV kicked off in Miami, there were nearly 400 million minutes volunteered.

A large part of the Huddle for 100 volunteer minutes were contributed by the 32 NFL clubs themselves, with each team hosting volunteer events throughout the season and encouraging their fans to get involved. Throughout the season, the club that had the most minutes registered for that month received a \$5,000 grant from the NFL Foundation, with an incentive for a \$100,000 grand prize for the club that accumulated the most volunteer minutes by the end of the season.

The Miami Dolphins were the overall Club Huddle competition winner with a total of 75,623,500 minutes through their Huddle for 100 initiative. The Dolphins worked to level the playing field through the power of teamwork to inspire a healthier, more educated and more unified South Florida community.



MOST SOCIAL ENGAGEMENT

63,500 MINUTES



MOST HUDDLES HOSTED

178 EVENTS



MOST VOLUNTEERS

113,192 VOLUNTEERS



BIGGEST HUDDLES HOSTED

3,703,000 MINUTES

SEASON CLUB HUDDLE WINNER

75,623,500
MINUTES VOLUNTEERED

× RECEIVED
× **\$100,000 GRANT**
× FROM NFL FOUNDATION



MONTHLY CLUB HUDDLE WINNERS

EACH RECEIVED A **\$5,000 GRANT** FROM NFL FOUNDATION

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
1,060,700 MINUTES	2,287,600 MINUTES	870,000 MINUTES	2,382,200 MINUTES	2,458,400 MINUTES	12,880,200 MINUTES	10,661,100 MINUTES	700,900 MINUTES	2,039,600 MINUTES

FOUR TYPES OF HUDDLES

1

NATIONAL HUDDLES

The NFL hosted a series of national huddles during major milestones such as the Draft and the Super Bowl, each with a unique theme focusing on giving back to that community in an impactful way. The League's first national huddle—**Huddle Against Hunger**—took place during the 2019 Draft Week in Nashville, bringing together the Titans organization, Draft prospects, players, fans and community partners for a series of activities, including a state-wide food drive and a food-packing event. Each activity was centered on fighting hunger and making a lasting impact throughout the state of Tennessee.

2

CLUB HUDDLES

The League drove a season-long club competition by awarding monthly community-focused prizes to top-ranking clubs based on volunteer minutes. Fans were encouraged to boost their favorite team's ranking by volunteering and logging their own minutes using their team's Huddle for 100 hashtag (e.g. #TitansHuddleFor100). All 32 clubs hosted huddles throughout the year, addressing a wide variety of causes to bring together communities in the spirit of service.

3

DO SOMETHING HUDDLES

The NFL teamed up with DoSomething.org, the largest not-for-profit exclusively for young people and social change in the U.S., to provide fans across the world with volunteer opportunities that supported a wide variety of causes.

4

PERSONAL HUDDLES

Fans could also participate by volunteering for a cause of their choice and sharing their individual volunteer efforts on social media using **#NFLHuddleFor100**. Throughout the Huddle for 100 initiative, the League gave participating fans chances to win a variety of prizes, including game tickets, team gear or a monetary donation to the charity of their choice when they tracked their participation through www.nfl.com/huddlefor100.

1,344

HOSTED BY NFL CLUBS

1,506

ORGANIZED OVERALL



→ HUDDLES OCCURRED ACROSS ALL

50 STATES

AND IN **789 CITIES**

261,449,800

TOTAL MINUTES CONTRIBUTED BY PLAYERS, COACHES, CHEERLEADERS AND NFL STAFF

IN PARTNERSHIP WITH WE SCHOOLS, THE BOYS & GIRLS CLUBS OF AMERICA, USA FOOTBALL, AND INNERVIEW, **OVER 206,000 YOUTH (AGES 5-18) FROM OVER 45,000 SCHOOLS JOINED HUDDLE FOR 100.**

WE.ORG'S HUDDLE FOR GOOD CAMPAIGN ACCOUNTED FOR **115,217,200 VOLUNTEER MINUTES AND 158,852 STUDENT VOLUNTEERS.**

DO SOMETHING.ORG BROUGHT TOGETHER **33,366 VOLUNTEERS FOR 2,602,530 MINUTES OF SERVICE.**

NATIONAL HUDDLES HOSTED FROM **2019 DRAFT** → **SUPER BOWL LIV** ACCOUNTED FOR

9,169 VOLUNTEERS WHO DONATED 704,800 MINUTES



OVER 38 DIFFERENT CAUSES SUPPORTED, INCLUDING:

▶ ▶ ▶ **YOUTH DEVELOPMENT, MILITARY AND HUNGER**

OVER 349

NON-PROFIT AND COMMUNITY ORGANIZATIONS BENEFITED FROM HUDDLES, INCLUDING:

- UNITED WAY
- HABITAT FOR HUMANITY
- THE CONFETTI FOUNDATION
- SPECIAL OLYMPICS
- AMERICAN HEART ASSOCIATION

HUDDLE FOR 100 PARTNERS INCLUDED

- ▶ NBC UNIVERSAL
- ▶ ARAMARK
- ▶ MARCH OF DIMES
- ▶ RED CROSS OF AMERICA

TOTAL CONTRIBUTION OF 14,264,700 MINUTES



HUDDLE UP TO PLAY IT FORWARD

The NFL celebrated the start of the League's centennial season and **Huddle for 100** in Chicago with **Huddle Up to Play it Forward** in the lead up to the Green Bay/Chicago kick-off game. As part of the huddle, 300 volunteers alongside NFL Commissioner **ROGER GOODELL** and Chicago Mayor **LORI LIGHTFOOT** participated in a revitalization project at **Douglas Park**, which spans an estimated 80 acres. **Fuel Up to Play 60** students, program advisors and dairy farmers took part in the volunteer event. They were joined by Pro Football Hall of Fame members **ORLANDO PACE** and **JOHN RANDLE**, and NFL Legends **MARTY MOORE** and **LEONARD WHEELER**. NFL partner **Lowe's** donated equipment and supplies used by volunteers.

To aid in enhancing the Chicago community, the **NFL Foundation** has committed nearly \$600,000 in grant awards over the past two years to the **Chicago Park District**. The **NFL Foundation Grassroots Field Grant** program (in partnership with the **Local Initiatives Support Corporation**) allotted funding to refurbish youth football fields in **Douglas Park** and **Ogden Park**. Additionally, the NFL Foundation provided a grant to help with the field refurbishment project at **Dunbar Park**.

NFL FOUNDATION HAS COMMITTED NEARLY

\$600,000

IN GRANT AWARDS OVER THE PAST TWO YEARS
TO THE CHICAGO PARK DISTRICT







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**.

With the award now in its 50th year, players continued to raise the bar on community engagement and impact, further representing the NFL's commitment to philanthropy and making a positive difference for others.

For the second year in a row, all 32 team winners were highlighted as nominees and recognized for their important work during the weekend leading up to Super Bowl LIV. The 2019 Walter Payton NFL Man of the Year Award winner received a \$250,000 donation to the charity of their choice, while the remaining 31 nominees each received a donation of up to \$50,000 in their name to their charity of choice. All donations are courtesy of the NFL Foundation and Nationwide.

To learn more about all 32 team nominees, visit

nfl.com/manoftheyear



1st

CAM NEWTON
PRIZE: \$25,000



2nd

NICK SUNDBERG
PRIZE: \$10,000



3rd

KYLE RUDOLPH
PRIZE: \$5,000



MAN OF THE YEAR CHARITY CHALLENGE

During the NFL's 100th season, the league encouraged fans to participate in Nationwide's fifth annual **Charity Challenge**, a social media campaign designed to support and promote team nominees. Fans voted on Twitter by using #WPMOYChallenge followed by their favorite nominee's last name, and the player whose unique hashtag was used the most between December 12th and January 12th received a \$25,000 contribution to their charity of choice, while the second and third place finishers received \$10,000 and \$5,000 donations, all courtesy of Nationwide.

Beginning in 2017, 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 six current players who have won the award—**DREW BREES**, **THOMAS DAVIS**, **LARRY FITZGERALD**, **JASON WITTEN**, **J.J. WATT** and **CALAIS CAMPBELL**—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 2019 nominees wore a Man of the Year helmet decal beginning in Week 15 through the end of the season in recognition of their accomplishments both on and off the field.

WINNER RECEIVES
\$250,000
DONATION TO THE
CHARITY OF THEIR CHOICE

REMAINING NOMINEES RECEIVED A DONATION OF
\$50,000 IN THEIR NAME
TO THEIR CHARITY OF CHOICE

\$1.8 MILLION DONATED TO PLAYER-SUPPORTED CHARITIES

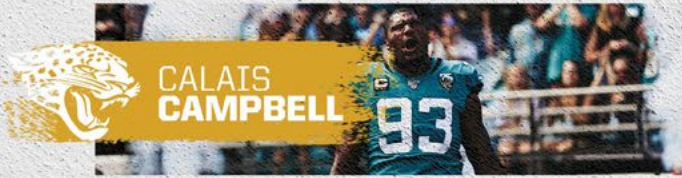
WALTER PAYTON NFL MAN OF THE YEAR AWARD

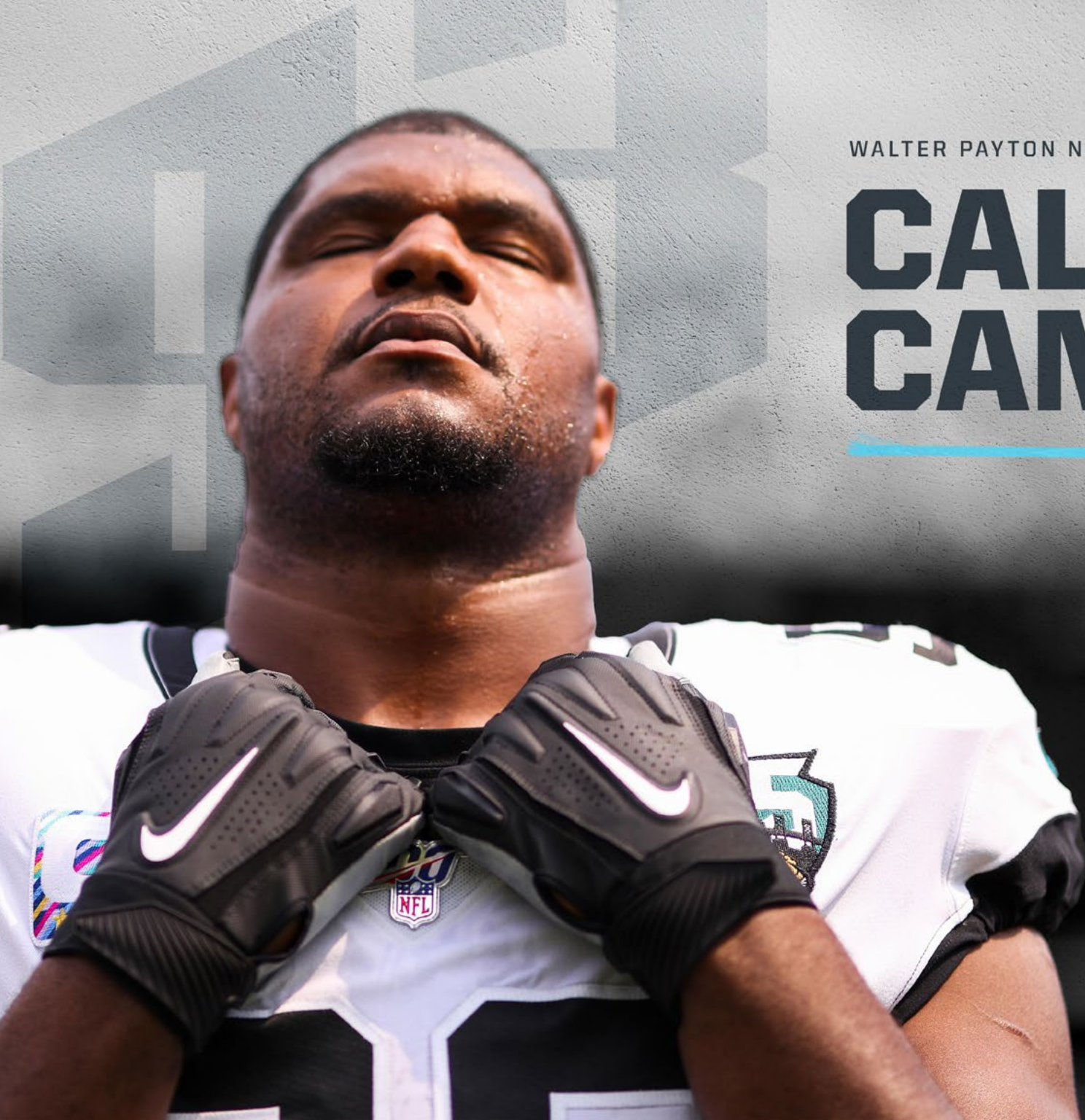
TEAM NOMINEES

“Every day, in cities and towns across America, NFL players give of themselves to make our communities better. This year, as we celebrate our 100th season and the 50th year of the [Walter Payton NFL Man of the Year Award](#), NFL players have continued to raise the bar on community engagement and impact. The 32 nominees for this year’s award are the best of the best and truly embody the spirit of Walter and his legacy of leaving the world better than he found it.”

ROGER GOODELL NFL COMMISSIONER







WALTER PAYTON NFL MAN OF THE YEAR

CALAIS CAMPBELL

DE | JACKSONVILLE JAGUARS

Jacksonville Jaguars defensive end **CALAIS CAMPBELL** was named the 2019 Walter Payton NFL Man of the Year Presented by Nationwide for his incredible impact on communities throughout Phoenix, Jacksonville and beyond during his 12 seasons in the League.

This was the third time Campbell had been named his team's Man of the Year, receiving the Arizona Cardinals' nomination for the award in both 2011 and 2014. Campbell has been selected for the Pro Bowl four times and was named the 2020 Pro Bowl Defensive MVP. He has engaged in numerous charitable initiatives throughout his 12-year NFL career.

In 2009, Campbell formed the **CRC Foundation** alongside his mother, Natea. The CRC Foundation—which is named for his late father, Charles, who passed away in 2003—is committed to the enhancement of the community through the teaching of critical life skills to young people. Through sports, creative talents, vocational skills, financial skills, quality health and nutrition, the CRC Foundation is dedicated to developing young people into empowered and self-aware leaders for the future.

SEASON OF GIVING

\$1,000

FOR A JAGUARS WIN

\$2,000

FOR A TACKLE OR LOSS

\$5,000

PER SACK (\$2,500 FOR 1/2 SACK)

\$10,000

PER BLOCKED KICK/TURNOVER

This past season, Campbell started **Season of Giving**, a fund-raising campaign based on his on-field performance. Campbell pledged a specific dollar amount for several metrics: \$1,000 for a Jaguars win, \$5,000 for a sack, \$2,500 for half of sack, \$2,000 for a tackle or loss, and \$10,000 for a blocked kick/turnover. The CRC Foundation chose four deserving charities as part of his Season of Giving, with funds going to **Feeding Northeast Florida** in September, the **Clara White Mission** in October, the **Wounded Warrior Project** in November, and **United Way** in December. Prior to the return to his hometown when the Jaguars faced the Broncos on September 29th, Calais donated an additional \$5,000 each to several Denver-based charities: the **Beckwirth Outdoor Education**, **Denver Police Athletic League**, **Hiawatha Davis Rec Center**, and the **Rose Andom Center**.

He annually hosts **Christmas with Calais**, a holiday shopping spree for local kids who have completed extra lessons in financial literacy, and also donates meals during Thanksgiving to families in need. In addition, Campbell has dedicated time and resources to the **Ronald McDonald House**, the benefactor of his foundation's bowling event in 2018.

In the spring of 2018, Campbell hosted a coding camp alongside **Microsoft** and the **Boys & Girls Club of Northeast Florida**, providing 25 kids with the chance to learn more about career opportunities in technology. In June 2019, he welcomed 250 kids at the **Calais Campbell JaxPAL Youth Football and STEM Camp**, combining his football acumen and interest in mentoring today's youth through education.



\$20,000 DONATED TO **FOUR CHARITIES** IN HIS DENVER HOMETOWN

Campbell has made semi-weekly visits to **Northwestern Middle School** as part of his **CRC Book Club**, fostering a reading-friendly community at an underperforming school in Downtown Jacksonville. Additionally, he makes appearances at colleges and high schools around Northeast Florida to offer encouragement to students and have open conversations about social justice issues.

Campbell was also the recipient of the **2018 Bart Starr Award**, given annually to the NFL player who exemplifies character and leadership on and off the field, and the winner of the **2015 Pop Warner Humanitarian Award**.

\$525,000 TOTAL DONATED TO FOUR DESERVING CHARITIES

250 KIDS INVITED TO ATTEND A **FREE** CALAIS CAMPBELL JAXPAL YOUTH FOOTBALL AND STEM CAMP



DRAFT ▾ ▾

The impact of the **2019 NFL Draft** extended far beyond Nissan Stadium through many community events during Draft Week in and around Nashville. The NFL hosted a series of fan-focused and service-driven activities to celebrate the momentous occasion during the League's centennial season. From statewide efforts to fight hunger, to youth football clinics and character-building initiatives, to military appreciation, the NFL left a lasting, positive legacy in Nashville and throughout Tennessee.



Huddle Against Hunger

Huddle Against Hunger marked the official launch of the NFL's Huddle for 100 campaign. Running throughout the entire Draft Week, Huddle Against Hunger brought together the Titans organization, Draft prospects, players, fans and community partners for a series of activities including a statewide food drive and a food packing event. Each activity was centered around fighting hunger and making a lasting impact throughout the state of Tennessee.



NFL Draft Play Football High School Day

To assist preparing high school student-athletes for their transition into college and beyond, the NFL and Tennessee Titans hosted 200 high school athletes at Play Football High School Day. The event consisted of a forum featuring NFL executives, current NFL players and NFL Legends. Moderators led breakout sessions with participants discussing important values on and off the field, the role of athletes in the community and career opportunities in the sports industry.

PARTICIPATING HIGH SCHOOLS IN THE NASHVILLE AREA INCLUDED:

FAIRVIEW HIGH SCHOOL
GALLATIN HIGH SCHOOL
HUNTERS LANE HIGH SCHOOL
OAKLAND HIGH SCHOOL

OVERTON HIGH SCHOOL
RAVENWOOD HIGH SCHOOL
STRATFORD HIGH SCHOOL
WHITES CREEK HIGH SCHOOL



| NFL DRAFT EXPERIENCE PRESENTED BY DIKOS® TRIPLE ZERO

The three-day football festival was the largest NFL Draft festival footprint to date, and in recognition of Music City, was the first to integrate a free live music concert series, featuring 20 Nashville-based artists of all genres. Fans were able to participate in interactive exhibits, immersive games, virtual reality experiences, free player autograph sessions and more.

| PLAY FOOTBALL LEGENDS CLINIC

NFL Legends, along with 2019 NFL Draft Prospects and USA Football coaches, led middle school participants in an hour-long clinic focusing on basic football drills, skills and techniques.

In addition, children in Nashville and surrounding areas were invited to take part in free, public non-contact football clinics at the Play Football Field at NFL Draft Experience presented by Oikos® Triple Zero. These 30-minute clinics were open to boys and girls ages 6-17.

| FUEL UP TO PLAY 60 CLINIC

Fuel Up to Play 60 brought together 100 local students to participate in a clinic. Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by the **National Dairy Council** and the NFL, in collaboration with the **USDA**, to help encourage kids to lead healthier lives.

| SPECIAL OLYMPICS UNIFIED FLAG FOOTBALL GAME

The NFL, Tennessee Titans and Special Olympics hosted a **Unified Flag Football Game** during Draft Week. The NFL and Special Olympics are committed to building inclusive communities and providing opportunities for athletes of all abilities to participate in sports through Unified Flag Football, where individuals with and without intellectual disabilities play flag football together on the same team.





FUEL UP TO PLAY 60 NFL DRAFT STUDENT REPORTER

MIRANDA PATE, a high school student from West Virginia, served as the **Fuel Up to Play 60 Student Reporter** at the 2019 NFL Draft in Nashville. Pate had the opportunity to cover the Red Carpet and access press conferences with prospects after they had been drafted. Pate is a **Fuel Up to Play 60 Youth Council** graduate.

MAKE-A-WISH

Make-A-Wish kid **KACEY REYNOLDS** had his wish granted when he joined NFL Commissioner **ROGER GOODELL** on the Draft stage to announce the Tampa Bay Buccaneers' Round 1 pick. A lifelong Buccaneers fan, Reynolds, 19, from Maysville, Georgia, is currently battling Hodgkin's Lymphoma. Reynolds was surprised by his favorite Buccaneer's player **MIKE EVANS**, who notified him through a video message that he would be making the Round 1 pick on stage for the Buccaneers at this year's Draft.

TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS)

The NFL teamed with the **Tragedy Assistance Program for Survivors (TAPS)** to honor the Gilbert family and their fallen hero, U.S. Navy Lieutenant **WILLIAM GILBERT**, from Medina, Tennessee. USN LT Gilbert was a Tennessee Titans fan and in his honor Gilbert's wife, two sons and sister accompanied Tennessee Titans Legend **EDDIE GEORGE** onstage to announce the Titans' Round 2 pick. In addition, active duty service members from the Army, Navy, Air Force and Marine Corps were honored on stage during Round 3 of the Draft.

TOP / Make-A-Wish kid Kacey Reynolds taking the stage to announce the Tampa Bay Buccaneers' Round 1 pick.

BOTTOM / USN LT Gilbert's son, accompanied by Eddie George, announcing the Titans' Round 2 pick.





ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

St. Jude patient **OWEN** joined Seattle Seahawks Legend **SHAUN ALEXANDER** onstage at the Draft to make the Seahawks' Round 3 pick. Owen is in remission from acute lymphoblastic leukemia, which he was diagnosed with at four years old, but today he is extremely active—running cross country and playing football, basketball and soccer. St. Jude's also had patient **SAMANTHA**, who was diagnosed with osteosarcoma in 2005, make a Round 7 pick for her favorite team, the Cleveland Browns. St. Jude hero and St. Jude Rock 'n' Roll Nashville Marathon team captain and Nashville radio personality **AMY PAIGE** made a Round 7 pick for the Detroit Lions.

YOUTH ATHLETES

Twelve student athletes from **Metro Nashville Public School** took the stage alongside Commissioner **ROGER GOODELL** to announce the Tennessee Titans' Round 1 pick. Student athletes from both private schools in Tennessee and Metro Nashville Public Schools joined Tennessee Titans' 2018 Walter Payton Man of the Year **JURRELL CASEY** to announce the Round 3 selection for the Titans.



TOP / LEFT / Student athletes from Metro Nashville Public Schools take the stage alongside Commissioner Roger Goodell announce the Tennessee Titans' Round 1 pick.

NFL GREEN

NFL Green had a large footprint at this year's Draft, while also highlighting fans and community members who are doing their part to create a cleaner planet.

LOCAL ARTIST EXHIBIT GALLERY: The NFL partnered with **Turnip Green**, a local art and education organization, to create a gallery of artworks that were on display at Draft Experience. All the featured artwork was made by local professional and student artists and created from recycled materials.

RECYCLE AND WIN: The **Recycle and Win** project caught fans in the act of recycling on the Draft Experience site. Members of the **NFL Green Team** awarded these fans with a unique NFL Draft cap and an opportunity to have their picture displayed on NFL Green social media as a recycling champion. Photos of the recycling champion fans were displayed on video monitors throughout the Draft Experience.

LOWE'S PICNIC TABLE DONATION: In partnership with the NFL, over 40 Lowe's associates from the Nashville region helped to build picnic tables that were used at the NFL Draft Experience. Following the Draft, these picnic tables were donated to **Habitat for Humanity of Greater Nashville**, as well as **Metro Nashville Public Schools**. Lowe's made this donation as part of its focus on meeting critical community needs aligned with safe, affordable housing and education in the skilled trades.

URBAN FORESTRY EVENT: The NFL and key sponsors **Verizon**, **Bridgestone** and **Lowe's** were joined by Mayor **DAVID BRILEY**, city officials and the **Root Nashville** tree project team for a tree planting event at the **Hull Jackson Montessori School** in North Nashville. There were 40 trees planted at that school and the nearby **John Early Museum Magnet School**. These trees help shade the campus, reduce the "heat island" impact, improve air quality and help increase a sense of community in this newly established neighborhood.

NFL NASHVILLE COMMUNITY GREENING: Additional projects were planned as part of the **NFL Community Greening** initiative in Nashville.

Working in partnership with **Verizon**, **Bridgestone** and **Lowe's**, the NFL joined **Root Nashville** and the city of Nashville to plant trees in the **Mill Ridge** neighborhood of the city.

Sponsored by **Verizon**, plant seedlings were planted to reforest areas in need of trees. One restored the floodplain located at **Gibson Creek** to help control flooding impact in nearby neighborhoods. The final project was held at another site in **Henderson County**, where Verizon planted 2,560 trees. There were 10 trees planted in honor of each player selected at the 2019 NFL Draft and an additional 100 trees were planted by NFL Green in honor of the League's centennial season.

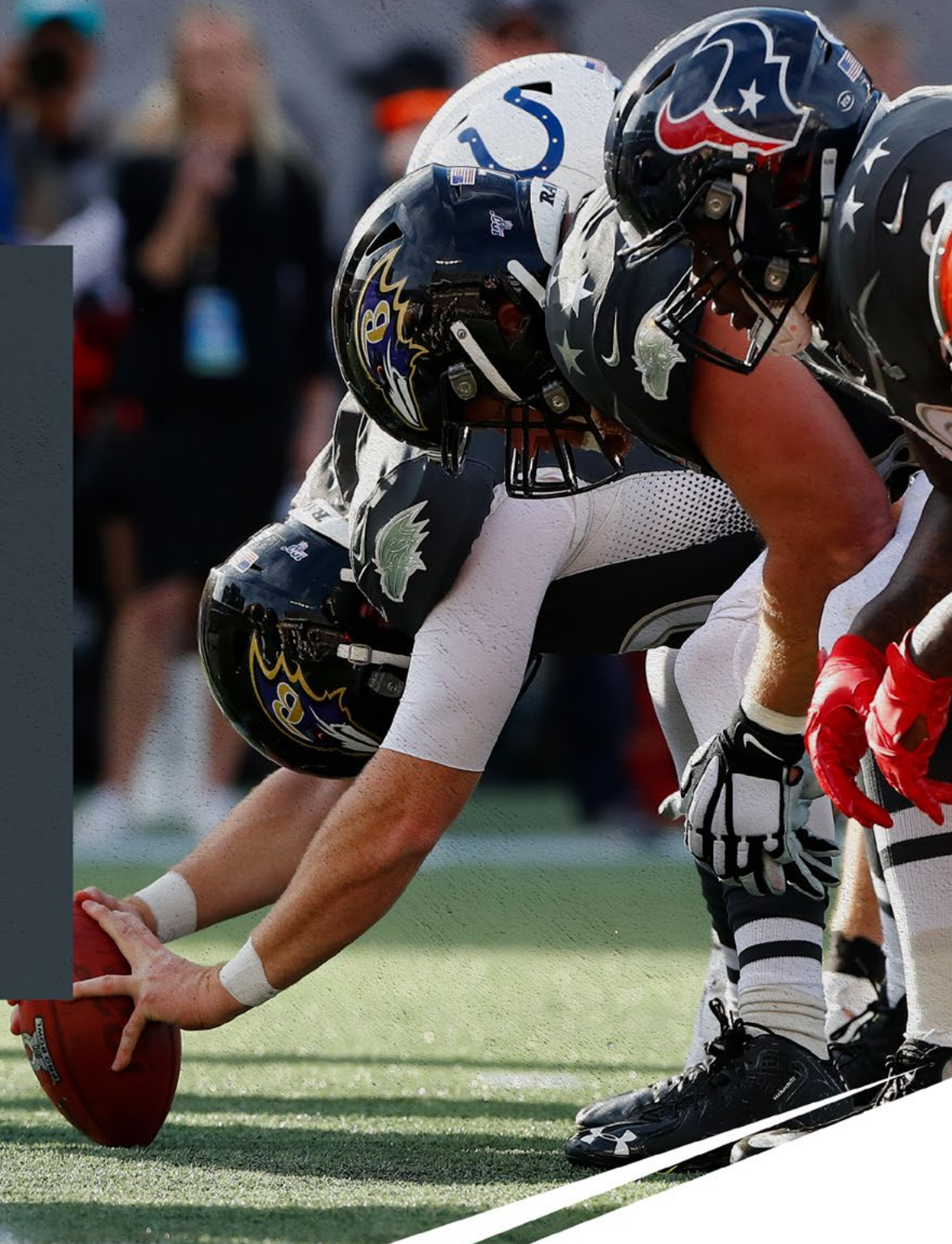
Other environmental initiatives at the 2019 NFL Draft included solid waste recycling and composting throughout the Draft Experience, the donation of prepared and nonperishable food from NFL Draft events, the collection and donation-for-reuse of all available event materials to local nonprofits, and the use of renewable energy certificates to "green" the energy usage at Draft event venues.





PRO BOWL

The impact of the **2020 Pro Bowl Presented by Verizon** was felt far beyond Camping World Stadium through the NFL's many community and youth football events. From flag football games to a greenhouse revitalization, thousands of local residents, children and their families were given the opportunity to experience the positive impact and community spirit of Pro Bowl.





NFL FOUNDATION PRO BOWL GIVEBACK

Through the **NFL Foundation Pro Bowl Giveback**, Pro Bowl players on the winning team are given the opportunity to apply for a \$10,000 NFL Foundation grant to be donated to the high school or youth football program of their choice. Also, during two practices, Pro Bowl Players wore special practice shirts adorned with the **NFL Player Care Foundation** logo. The shirts were auctioned off via **NFL Auction**, with all the money raised going to support retired players in need.

\$10,000 GRANT PER WINNING TEAM PLAYER

NFL HAS COMMITTED MORE THAN

\$1,000,000

TO PROGRAMS AROUND THE COUNTRY SINCE INCEPTION



NFL PLAY 60 CHARACTER CAMP

The NFL hosted a free Character Camp for 300 youth from the Orlando area. The non-contact football camp was led by Pro Football Hall of Fame offensive tackle **ANTHONY MUÑOZ** and is part the NFL PLAY 60 Character Camps program.

SINCE 2012,

OVER 100 CAMPS
HAVE BEEN HELD, IMPACTING NEARLY 30,000 YOUTH ACROSS THE COUNTRY



SPECIAL OLYMPICS UNIFIED FOOTBALL SKILLS & DRILLS CHALLENGE

The NFL and **Special Olympics** hosted a **Unified Football Skills & Drills Challenge** with nearly 100 Special Olympics Florida athletes inside the Pro Bowl Experience. The NFL and Special Olympics are committed to building inclusive communities and providing opportunities for athletes of all abilities to participate in sports through Unified Flag Football, where individuals with and without intellectual disabilities unite to play flag football on the same team.

TOP / ANTHONY MUÑOZ speaks to a group of students attending an NFL PLAY 60 Character Camp

LEFT / A Special Olympics athlete participates in PLAY 60 Skills & Drills inside the Pro Bowl Experience



PRO BOWL COMMUNITY HUDDLE

In celebration of the NFL's 100th season volunteer initiative, **Huddle for 100**, the NFL hosted the **Pro Bowl Community Huddle** where Pro Bowl players partnered with youth and local nonprofit organizations in various activities supporting community service, youth football, the military community and sustainability efforts. Additionally, the NFL hosted a book drive at the ESPN Wide World of Sports Complex during Pro Bowl Experience. Fans were encouraged to bring new books for children ages 6-18, which were donated to the **Orlando Tupperware Brands Branch Boys and Girls Club**.

HUDDLE GREENING PROJECT

The NFL joined the city of Orlando and Orange County to revitalize the greenhouse and beautify the campus at **Jones High School** as part of the NFL's **Huddle for 100** initiative. Volunteers refurbished the greenhouse and created community gardens, planted fruit trees and added mulch. The newly revitalized greenhouse will enrich Jones High School's agriculture training program, which is part of the school's science curriculum.



HUDDLE FOR 100 EVENTS

PRO BOWL FAN HUDDLE: For the first time ever, fans worked alongside NFL Pro Bowl players to assemble bags benefitting three local Orlando organizations: **The Children's Home Society**, **Safehouse of Seminole** and **Second Harvest of South Florida**.

NFL FLAG GAMES: The **NFL FLAG Championship** tournament took place during the **Pro Bowl Community Huddle**. Pro Bowl players served as honorary captains and supported youth flag football athletes as they competed for the championship title for their respective age division.

THE TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS) HUDDLE: NFL Pro Bowl players worked alongside 66 **TAPS** family members to build wooden American flags in honor of their fallen loved ones who served our country. TAPS is a nonprofit organization that offers compassionate care to all those grieving the loss of a loved one who died while serving in our Armed Forces or as a result of his or her service.

WOUNDED WARRIOR PROJECT FLAG FOOTBALL GAME: The NFL and the **Wounded Warrior Project® (WWP)** hosted a flag football game with Pro Bowl players and 60 veterans. The NFL partners with WWP to help provide wounded veterans and their families with free programs and resources that empower them to live their lives to the fullest, on their own terms.

BOYS & GIRLS CLUB HUDDLE FOR 100 EVENT: As part of the **Pro Bowl Community Huddle**, NFL Pro Bowl players spent time at the **Tupperware Brands Branch Boys & Girls Club** working with youth on projects to refurbish and revitalize the center. In addition, NFL Pro Bowl players worked alongside high schoolers on mentoring-related activities.

INSPIRE CHANGE HUDDLE EVENT: As part of the **Pro Bowl Community Huddle**, local Florida law enforcement and youth teamed up with NFL Pro Bowl players on a community refurbishment project at the **Children's Safety Village**, a center that provides important public safety educational resources to children in the area.

NFL GREEN

The **Huddle Greening Project** was one of several activations initiated by the NFL to respond to the environmental impact of Pro Bowl events and leave a positive "green legacy" in the host community. Other **NFL Green** initiatives for Pro Bowl included:

RECYCLE & WIN: Fans at Wide World of Sports who were caught in the act of recycling received a unique NFL 100th season hat and an opportunity to have their photo posted to NFL social media. The program, first implemented at Super Bowl LIII and the NFL Draft, rewards fans for recycling.

FOOD RECOVERY: The NFL teamed with **Second Harvest Food Bank** and **Disney Harvest** to recover unserved, prepared food and beverages from Pro Bowl events and minimize food waste. The food was then distributed to local shelters and community kitchens in Orlando.

MATERIAL RECOVERY: There was an intensive drive to collect and donate all items left over from Pro Bowl events. In partnership with **Salvation Army**, the NFL donated decorative materials, office supplies and other items to be reused or repurposed. The project keeps material out of local landfills and turns it into valuable items for resale or reuse.

RENEWABLE ENERGY PROJECT: Camping World Stadium, the site of Pro Bowl 2020, was powered using "green energy" to reduce the climate impact of Pro Bowl.

SOLID WASTE MANAGEMENT/RECYCLING:

Comprehensive solid waste management was implemented at all major Pro Bowl facilities. Effective waste management and recycling efforts significantly reduce the amount of waste that goes to landfills. **PepsiCo** provided recycle bins to Camping World Stadium and Wide World of Sports to help maximize recycling.

REFORESTATION: As part of the environmental program for Pro Bowl, **Verizon** planted 1,500 trees in the Orlando area at the **Withlacoochee River**. In honor of the NFL's 100th season, Verizon also planted 10,000 trees (100 trees for each of the NFL's 100 years) in **Econfina River State Park** to help reforest this area in the Florida Panhandle, and planted 100,000 trees in Madagascar to restore ecologically devastated mangrove estuaries and forests, and to revive natural habitat for endangered animal species.



VERIZON PLANTED

1,500 TREES

AT THE WITHLACOOCHEE RIVER



10,000 TREES

IN ECONFINA RIVER STATE PARK

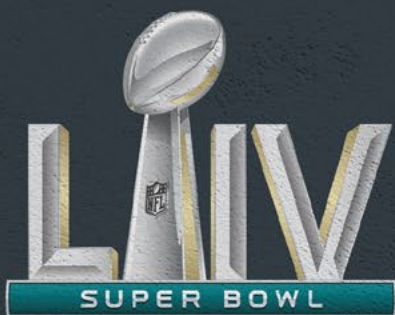


100,000 TREES

IN MADAGASCAR

NFL Green has incorporated environmental projects into the management of Pro Bowl events for twenty years. The NFL Environmental Program is one of a significant number of community initiatives developed each year by the NFL to leave a positive legacy in the Pro Bowl host community.

NFL GREEN HAS INCORPORATED ENVIRONMENTAL PROJECTS INTO PRO BOWL EVENTS FOR 20 YEARS



SUPER BOWL ▼▼

In the NFL's 100th season, Super Bowl LIV brought much more than football to the Miami area. Throughout the week preceding the game, more than 30 charitable activities and community outreach events were held to enrich the community and provide lasting legacies. Super Bowl LIV also served as the conclusion of the NFL's season-long **Huddle for 100** initiative, where the league eclipsed the 378 million volunteer minute mark.





48IN48 SUPER SERVICE HUDDLE FOR 100 EVENT

48in48 hosted the second annual signature 48-hour Super Service event in South Florida the weekend prior to the Super Bowl. 48in48 teamed up with **Huddle for 100** to mobilize marketing and technology professionals to serve nonprofits in the community by building new websites for local nonprofits in 48 hours.

HUDDLE FOR YOUR COMMUNITY WITH WALTER PAYTON NFL MAN OF THE YEAR

The NFL and **Nationwide** brought together **Walter Payton NFL Man of the Year** nominees in Miami to highlight the amazing work they do in our communities. The men teamed up with students at the **Hank Kline Boys & Girls Club** to learn about the importance of giving back and participating in various activities around the club, including a cleats-designing workshop, mentoring, **PLAY 60**, gardening and packing care kits for caregivers of cancer patients.

NFL-UNICEF COMMUNITY HUDDLE

The NFL and **UNICEF USA** held the **Route to Super Bowl LIV Challenge** where local Miami schools participated in the **UNICEF Kid Power** program during the months of December and January. The winning school, **Robert Renick Education Center**, had a Huddle for 100 NFL event refurbishing the school's vegetable garden and received a \$1,000 grant as a reward for their efforts. UNICEF Kid Power is a program of UNICEF USA that gives kids the power to save lives by connecting their everyday activity, like moving and learning, to real-world impact.



30+ CHARITABLE ACTIVITIES & COMMUNITY OUTREACH EVENTS



HUDDLE FOR 100 BEACH CLEANUP

The NFL, **Miami Super Bowl Host Committee**, and **Ocean Conservancy** hosted a beach cleanup Huddle at the **Historic Virginia Key Beach Park**. Ocean Conservancy and the Miami Super Bowl Host Committee held a series of beach cleanups and diversion opportunities throughout the 2019 season to reach their **#SuperCleanupChallenge** goal of removing 54 tons of ocean plastic and trash from Florida's coasts and waterways for Super Bowl LIV.

REMOVED

▶ **54 TONS**
▶ OF OCEAN PLASTIC & TRASH

SPECIAL OLYMPICS UNIFIED FLAG FOOTBALL GAME

The NFL and **Special Olympics Florida** hosted a **Special Olympics Unified Flag Football** game at the **Super Bowl Experience Presented by Lowe's**. 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.

SUPER BOWL LEGACY GRANT

Made possible each year by a \$1 million contribution from the **NFL Foundation** and matched by the Super Bowl host committee, the NFL seeks to improve surrounding communities of the Super Bowl hosts. This year's grant supported legacy projects including the investment in and renovation of three youth football fields in Miami-Dade County (**Gwen Cherry Park** and **Goulds Park**) and Miami Beach (**Miami Beach High School**); iconic new lighting in **Bayfront Park**; and the creation of an Outdoor Fitness Zone at **Plantation Heritage Regional Park** in Broward County.

\$1,000,000

CONTRIBUTION FROM THE
NFL FOUNDATION AND MATCHED BY
THE **SUPER BOWL HOST COMMITTEE**



NFL/UNITED WAY CHARACTER PLAYBOOK CHALLENGE & HUDDLE

The NFL and Miami Dolphins hosted an **NFL/United Way Character Playbook Challenge & Huddle** event prior to Super Bowl LIV in Miami. Character Playbook Challenge students from six middle schools in Miami-Dade and Broward counties participated in an educational panel that focused on the importance of character and healthy relationships. Panelists included Miami Dolphins players, NFL Legends and cheerleaders, as well as a representative from United Way and the Dolphins organization. Following the panel, students and volunteers donated their time in a **Huddle for 100** bag-packing activity to help support local underserved youth and the elderly.

JUST MERCY SCREENING & HUDDLE EVENT

As part of its **Inspire Change** campaign, the NFL hosted hundreds of middle and high school students for a screening of the Warner Brothers film, **Just Mercy**. It was followed by a discussion with social justice experts, including Dream Corps founder & CNN contributor **VAN JONES**, NFL Legend **TORREY SMITH**, and Dream Corps #cut50 program National Director **MICHAEL MENDOZA**. NFL Network analyst **STEVE WYCHE** emceed. Attendees then participated in a volunteer activity of assembling care kits to benefit formerly incarcerated individuals at **Riverside House**, a Miami-based residential reentry program.



YOU CAN PLAY

The NFL teamed up with the **You Can Play Project** and **Athlete Ally** to host Miami-area LGBTQ+ youth from local organizations, including **Pridelines**, for a special event at Hard Rock Stadium. Pridelines is a **Miami Dolphins Football Unites** partner. Participating youth had the chance to sit down with NFL players for a conversation on LGBTQ+ rights and inclusion in sports, facilitated by former NFL player and You Can Play Project's Director of Professional Sports outreach, **WADE DAVIS**. NFL Legends **RYAN O'CALLAGHAN** and **ESERA TUAOLO** also participated.

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 their **Hi-Five Initiative** at events throughout the year. The events aim to create meaningful connections between LGBTQ+ youth leaders within the professional sports community. The NFL was the first professional sports league to join the initiative when it launched in 2013.

UNsung HEROES LUNCHEON

The NFL hosted its annual **Unsung Heroes** luncheon, which honors employees and volunteers from local domestic violence and sexual assault resource centers and shelters. NFL Legends including **CURTIS MARTIN** and **TORREY SMITH** took part in a panel discussion emceed by **KAY ADAMS**, host of NFL Network's Good Morning Football. They were joined by **RONAN DUNNE**, EVP and CEO of the Verizon Consumer Group, and local officials to thank local domestic violence and sexual assault prevention advocates. Volunteers packed hundreds of care packs for domestic violence and sexual assault survivors, as part of the **Huddle for 100** volunteerism campaign.

HUDDLE FOR 100 VOLUNTEER EVENT AT GWEN CHERRY PARK

Following the Super Bowl Legacy Grant Press Conference, a volunteer event took place in and around **Gwen Cherry Park** and the **NFL YET Center**, bringing together local Miami-Dade students, 150 local volunteers, and NFL players and Legends. As part of the NFL's **Huddle for 100** initiative, the NFL partnered with **Miami-Dade Parks, Recreation & Open Spaces**, along with **The Mission Continues**, to beautify and revitalize areas surrounding the park and community center.



| SUPER KIDS-SUPER SHARING

At the NFL's Super Kids-Super Sharing sports equipment and book donation, hundreds of local school children arrived with thousands of donated books, pieces of sports equipment, school supplies and games they collected at their schools. More than 100 schools from throughout Miami-Dade and Broward counties participated in Super Kids-Super Sharing as donors and recipients. As part of the program, Verizon announced a \$100,000 grant to the Education Fund to support a first-in-the-nation initiative that funds food forests for schools in the Miami-Dade region.

MORE THAN
100 SCHOOLS
FROM THROUGHOUT MIAMI-DADE AND
BROWARD COUNTIES PARTICIPATED

\$100,000 GRANT
FROM VERIZON TO EDUCATION FUND

| SUPER BOWL TICKET GIVEAWAY

Throughout the 2019 season, the NFL, along with clubs, current players and NFL Legends, distributed 500 Super Bowl LIV 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 **ROGER GOODELL** were present as the lucky recipients were surprised with a ticket voucher (two tickets per person) for Super Bowl LIV.



SB LIV TICKET DISTRIBUTION

321

THROUGH
NFL CLUBS

10

THROUGH
INTERNATIONAL OFFICE

134

THROUGH
LEAGUE OFFICE

32

THROUGH
SB COMMERCIAL

497

TOTAL TICKETS
DISTRIBUTED

NFL GREEN

The NFL and the **Miami Super Bowl Host Committee** teamed up to develop a series of initiatives to reduce the environmental impact of Super Bowl LIV. **Verizon** was a key partner in several of these projects, including **Super Bowl LIV Community Greening** projects and a public **E-Waste Recycling Rally**.

THE NFL HAS INCORPORATED ENVIRONMENTAL PROJECTS INTO THE MANAGEMENT OF SUPER BOWL FOR **MORE THAN**

25 YEARS



COMMUNITY GREENING

The “greening” of Super Bowl LIV has created a legacy in the Greater Miami area. Community greening projects, developed in partnership with **Miami-Dade Parks, Recreation & Open Spaces** Department and **Verizon**, included:

KENDALL INDIAN HAMMOCKS PARK: Restoration project to remove invasive plants and debris, and plant native plants and trees to replace those lost during Hurricane Irma.

CRANDON PARK: Beach cleanup, sand dune restoration, tree planting and pollinator garden planting.

PELICAN ISLAND: Revitalization including the planting of hundreds of native shrubs and trees, restoration of the nature preserve and creation of an edible urban garden and pollinator garden at the **AD “Doug” Barnes Park Nature Center & Leisure Access Center**.

FRUIT & SPICE PARK: NFL sponsor **Anheuser-Busch** teamed up with volunteers from the **Miami Dolphins’ Special Teams**, **Verizon Green Team**, and the **Miami Super Bowl Host Committee** to renew and reinterpret the citrus fruit collection by planting 20 new, curated specimens in raised planter boxes.

RAINBOW REEF: 100 staghorn corals were outplanted in honor of the NFL’s 100th season.

GLENWOOD PARK: Creation of community gardens and planting of fruit trees.

OTHER NFL GREEN PROJECTS INCLUDED:

SUPER BOWL E-WASTE RECYCLING RALLY AND TREE GIVEAWAY: Held at **Zoo Miami**, local residents dropped off all types of electronic waste to be recycled responsibly and kept out of local landfills. As part of the **Recycling Rally** and in celebration of Florida’s Arbor Day, **Miami-Dade Park’s Million Trees** initiative gave away trees to the first 500 participants.

GREEN ENERGY: “Green” energy was used to power major Super Bowl event venues, including **Hard Rock Stadium** and the **Miami Beach Convention Center**. Renewable energy certificates (RECs) equivalent to the electricity usage at these facilities helped to mitigate the climate impact of energy emissions.

FOOD RECOVERY: Excess food from Super Bowl events was recovered in partnership with **Feeding South Florida** and **Food Rescue US** to provide meals for shelters, missions, soup kitchens and other community programs.

MATERIAL RECOVERY: 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. In partnership with **The Salvation Army**, these items were donated to local organizations that can reuse, repurpose or remanufacture the material.



INSPIRE CHANGE



The NFL's **Inspire Change** initiative represents the collaborative efforts of players, teams and the League to create positive changes in underserved communities. Since April 2018, more than \$70 million in grants has been awarded to social justice organizations as part of Inspire Change. This includes more than 500 grants awarded to current and former NFL players for nonprofits across the country. These grants support programs and initiatives that reduce barriers to opportunity, with a focus on three priority areas:



EDUCATION AND
ECONOMIC
ADVANCEMENT



POLICE AND
COMMUNITY
RELATIONS



CRIMINAL
JUSTICE
REFORM

MORE THAN

\$70,000,000*

AWARDED IN GRANTS

*CURRENT AS OF SEPTEMBER 2020

500+ GRANTS

AWARDED TO CURRENT AND FORMER NFL PLAYERS FOR SUPPORT OF NONPROFITS



NATIONAL INSPIRE CHANGE GRANT RECIPIENTS

ALABAMA APPLESEED works to shift Alabama's historic reliance on incarceration to an evidence-based holistic approach focusing on treatment alternatives to incarceration, community programs, re-entry supports, and stopping drivers of poverty and incarceration.

ALLIANCE FOR SAFETY AND JUSTICE is a national organization that aims to win new safety priorities in states by reducing incarceration and barriers for people living with a past conviction, advancing policies that help communities most harmed by crime and violence, and expanding constituencies and support for justice reform.

ANTI-RECIDIVISM COALITION advocates for transformational criminal justice reform, empowers people to achieve their dreams, and supports people as they make their way back into society.

BIG BROTHERS BIG SISTERS OF AMERICA helps match kids and teens to adult mentors who are a source of positive support and encouragement.

CAMPAIGN FOR BLACK MALE ACHIEVEMENT is a national membership network that seeks to ensure the growth, sustainability and impact of leaders and organizations committed to improving the life outcomes of Black men and boys.

CITY YEAR is dedicated to helping students and schools succeed. The organization partners with public schools in 29 high-need communities across the US and through international affiliates in the UK and Johannesburg, South Africa.

CIVIL RIGHTS CORPS are leaders in landmark litigation and high-impact advocacy that empower communities to change the unjust legal system.

COMMUNITY JUSTICE EXCHANGE is a national hub for developing, sharing and experimenting with tactical interventions, strategic organizing practices and innovative organizing tools to end mass incarceration.

COUNCIL ON LEGAL EDUCATION OPPORTUNITY, INC. (CLEO) has worked to bring greater diversity to the legal profession by fulfilling its mission to "inspire, motivate, and prepare students from underrepresented communities to succeed in law school and beyond" for more than 50 years.

DREAM CORPS works with leaders in Congress to improve federal policing proposals and other long-term criminal justice legislation.

GIDEON'S PROMISE builds a public defender movement to amplify the voice of impacted communities and transform criminal justice.

KING CENTER serves as a resource dedicated to educating individuals and organizations in utilizing the strategies and methods of nonviolence as taught by Dr. Martin Luther King, Jr., to create a more just, humane and peaceful world.

METROPOLITAN FAMILY SERVICES serves low-income and working poor families through seven major community centers and public policy advocacy.

NAF solves some of the biggest challenges facing education and the workforce by bringing education, business and community leaders together to transform the high school experience for students in underserved communities nationwide.

NATIONAL URBAN LEAGUE advocates on behalf of economic and social justice for African Americans and against racial discrimination in the United States.

OPERATION HOPE is a for-purpose organization working to disrupt poverty and empower inclusion for low and moderate-income youths and adults.

SUCCESS FOR ALL FOUNDATION strives to develop and disseminate research-proven educational approaches to ensure that all students from all backgrounds achieve success in school.

UNITED NEGRO COLLEGE FUND helps to build a robust and nationally recognized pipeline of underrepresented students who become highly qualified college graduates.

VERA INSTITUTE OF JUSTICE is a justice reform change agent studying problems, testing solutions, harnessing the power of evidence and driving public debate to urgently build justice systems that ensure fairness, promote safety and strengthen communities.

VOTE centers the voices, expertise and experiences of formerly incarcerated leaders to help the people most impacted by mass incarceration create a pathway to change.

NFL teams also continue to engage directly with their communities on social justice matters with hundreds of events and millions of dollars in funding for various social justice organizations.



| PLAYERS COALITION

Founded in 2017 by **ANQUAN BOLDIN**, 2015 Walter Payton NFL Man of the Year, and **MALCOLM JENKINS**, 2017 NFLPA Byron "Whizzer" White winner, the **Players Coalition** is governed by a task force board of 12 voting members and remains committed to using its platform in partnership with subject matter experts to generate support and mobilize action towards policy reform and systemic change.



PLAYERS COALITION IMPACT 2019

- 15 LEGISLATIVE MEETINGS & ACTIVISM EVENTS
- 16 COMMUNITY BENEFIT & AWARENESS-BUILDING EVENTS
- 40 PUBLIC SERVICE ANNOUNCEMENTS
- 15 OP-EDS WRITTEN
- 13 EDUCATION EVENTS
- 12 SCHOOL-LEVEL STEAM EDUCATION GRANTS
- 3 NEW NATIONAL GRANTS

RIGHT / Malcolm Jenkins, co-founder of the Players Coalition, speaks during a Players Coalition Charitable Foundation news conference in Atlanta





| ROC NATION

In celebration of its 100th season, the NFL entered into a long-term partnership with **Roc Nation**, with the entertainment company acting as the League's official Live Music Entertainment Strategists. The pairing serves as a commitment from Roc Nation and the NFL to nurture and strengthen community through music and the Inspire Change initiative.

A core component of the partnership is to amplify the Inspire Change platform priority areas identified by NFL players, including education and economic advancement, improving police-community relations and criminal justice reform. In August, the NFL and Roc Nation announced the launch of **Inspire Change apparel** and **Songs of the Season** as part of the new partnership.

Inspire Change apparel, a new social enterprise model, funds and supports Inspire Change programs across the country. Proceeds from this venture support organizations committed to the key priorities of Inspire Change. The Inspire Change apparel line, designed by artists, became available later in the 2019 season.

Songs of the Season was a multi-tier, season-long initiative that highlighted superstars and emerging artists of all genres. Songs of the Season showcased musicians that created and delivered songs that were integrated into all NFL promotions each month during the season. The songs debuted during in-game broadcasts and were simultaneously released to all digital streaming platforms (DSPs) worldwide. All proceeds from the songs went toward Inspire Change.

MEEK MILL, **MEGHAN TRAINOR** and **RAPSODY** were the first Inspire Change advocates and performed a free concert at the NFL Kickoff Experience presented by **EA Sports Madden NFL 20** in Chicago's Grant Park.

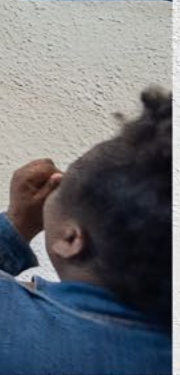
IN OUR 100TH SEASON, THE INSPIRE CHANGE PLATFORM ACTIVATION **ALSO INCLUDED:**

- ✓ **NEW TV ADS TO RAISE AWARENESS:** Spots with New Orleans Saints linebacker **DEMARIO DAVIS**, San Francisco 49ers defensive end **ARIK ARMSTEAD** and NFL Legend and co-founder of the Players Coalition **ANQUAN BOLDIN** aired at different points during the season.
- ✓ **NEW NATIONWIDE PROGRAMMING:** The four-part series *Indivisible*, hosted by **NATE BOYER**, returned featuring real conversations with players and local leaders on the issues and values at the heart of NFL communities.
- ✓ **NEW SONG OF THE SEASON:** As part of the NFL's partnership with **Roc Nation**, the league announced the third installment of the Songs of the Season series on *Good Morning Football*. All revenue generated from Songs of the Season went to support Inspire Change grant recipients.
- ✓ **NEW SOCIAL AND DIGITAL CONTENT:** Leading up to Super Bowl LIV, NFL players and teams helped define what the Inspire Change initiative stands for via social media. Using **#InspireChange**, participants posted videos, photos and written commentary that explained what social justice and reducing barriers to opportunity means to them.
- ✓ **PRO BOWL AND SUPER BOWL COMMUNITY ENGAGEMENT:** In addition to the year-long work of NFL players and clubs to Inspire Change, the NFL took part in several social-justice-related events during the 2020 Pro Bowl and Super Bowl LIV, including events with local law enforcement and **RISE (Ross Initiative in Sports for Equality)**.

All new content can be viewed at

▼ ▼ ▼
[NFL.COM/INSPIRECHANGE](https://www.nfl.com/inspirechange)





| 306

For the second year in a row, the NFL provided **306**, a signature digital education program from **EVERFI** on African-American history, to high school students as part of Inspire Change. The League supported access to this resource for 175 high schools across Arkansas, Florida, Georgia, Montana and North Dakota.

In addition to providing students with access to African-American history, 306 also serves as an important civic education tool, with 84 percent of students who have engaged in the program saying that they “probably or definitely” will vote in local, state or federal elections.

Sharing stories of African-American accomplishments in the arts, science, sports and academia supports the NFL’s commitment to education and economic advancement by inspiring positive change in communities across the country.

“

“The 306 program highlights an extremely incredible and often overlooked portion of American History. The curriculum has an abundance of immense stories and facts included in its lessons of the lives African Americans endured from the past—and struggles current today! I highly recommend and am honored to teach the course.”

DEMETRIUS WILLIAMS

TEACHER AT GIBBS HIGH SCHOOL / PINELLAS COUNTY, FL



84%
of engaged students say that they “probably or definitely” will vote in elections



96%
of surveyed teachers found the program to be an easy fit into standard history curriculum

OVER

16,000 HOURS

OF LEARNING DURING 2018-2019 ACADEMIC YEAR



= TO OVER 5,000 NFL GAMES

100 NFL MY CAUSE MY CLEATS



For the fourth straight season, **My Cause My Cleats** gave NFL players the opportunity to bring attention to—and raise awareness and funds for—the charitable causes closest to their hearts. Nearly 1,000 players participated this year, showcasing their causes on-field during My Cause My Cleats games during Week 14.

Selected causes represented hundreds of different charitable organizations with varying focuses. Out of the total, 24 percent of participating players represented causes related to health and wellness, 18 percent placed emphasis on cancer awareness and prevention, and 17 percent of player causes were focused on youth. Players shared images of their cleats and the stories behind them on social media, using the hashtag **#MyCauseMyCleats**. Players and teams worked directly with **Nike**, **Under Armour**, **Adidas** and local artists to customize and design their cleats.

This year, the NFL collaborated with **The Shoe Surgeon**, a custom shoe designer, to design the cleats of Los Angeles Rams running back **TODD GURLEY**, Dallas Cowboys quarterback **DAK PRESCOTT**, and Green Bay Packers quarterback **AARON RODGERS**. Gurley's cleats highlighted his foundation, the **M.A.D.E Sports Foundation**, an organization that uses sports to show youth they can make a difference through their actions and ultimately make the world a better place. Prescott supported his own **Faith, Fight, Finish Foundation**, which focuses on fighting cancer and aiding those facing life-challenging hardships. Rodgers wore cleats in support of the **North Valley Community Foundation** in light of recent devastations in Northern California.

Players were also able to raise funds for their causes by auctioning their cleats via **NFL Auction**; 100% of funds raised were donated to charities selected by players.





17% YOUTH

18% CANCER AWARENESS & PREVENTION

24% HEALTH & WELLNESS



PLAYER CAUSES



The logo features the NFL shield on the left, followed by the word "Play" in blue and "60" in red with a white outline. The number "6" contains a white football icon, and the "0" contains a white lightning bolt icon.

NFL Play60

▼ ▼

NFL PLAY 60 is the League's national youth health and wellness campaign to encourage kids to get physically 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. Over 265 NFL Youth Fitness Zones have been constructed nationwide.

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

265+
NFL YOUTH
FITNESS ZONES





10 YEARS

OF EMPOWERING KIDS TO EAT HEALTHIER
AND GET MORE PHYSICAL ACTIVITY

18,000,000

STUDENTS GETTING PHYSICALLY
ACTIVE DURING THE SCHOOL DAY

14,000,000

STUDENTS ARE MAKING BETTER
FOOD CHOICES

4,300,000

STUDENTS IN 4,700 SCHOOLS NATIONWIDE
HAVE THE OPPORTUNITY TO GET ACTIVE
THROUGH **NFL FLAG-IN-SCHOOLS PROGRAM**

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**. This year, Fuel Up to Play 60 celebrated 10 amazing years of empowering kids to eat healthier and get more physical activity.

As a result of the program, more than 18 million students are getting more physically active during the school day and more than 14 million are making better food choices. For the sixth consecutive season, the NFL, through Fuel Up to Play 60, provided a \$10,000 Hometown Grant in each of the NFL's 32 markets to help local school districts and individual schools improve their nutrition and physical activity initiatives.

Additionally, 4.3 million students in 4,700 schools nationwide have had the opportunity to get active before, during and after school through the **NFL FLAG-In-Schools Program** supported by the NFL Foundation and Fuel Up to Play 60.

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



FOR THE SIXTH CONSECUTIVE SEASON:

\$10,000
HOMETOWN GRANT

IN EACH OF THE NFL'S 32 MARKETS

AMERICAN HEART ASSOCIATION

American Heart Association is an NFL PLAY 60 partner engaging more than 4.5 million students in PLAY 60 physical activity programming. The NFL and American Heart Association, together with **Discovery Education**, have collaborated to bring physically active lifestyles to schools and homes across the country through virtual field trips. Available free of charge to classrooms nationwide, the NFL PLAY 60 virtual experience includes a virtual viewing party guide and a classroom activity designed to get the entire classroom up and moving.

To view these digital lesson plans, visit



AHA-NFLPLAY60.DISCOVERYEDUCATION.COM

ENGAGING MORE THAN
4.5 MILLION STUDENTS
IN PLAY 60 PHYSICAL ACTIVITY PROGRAMMING



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



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.

FITNESSGRAM[®]
The Cooper Institute[®]



| NFL PLAY 60 CHARACTER CAMPS

The NFL PLAY 60 Character Camps program is a partnership between the NFL and the Muñoz Agency. The mission of the camps is 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.

90+ CAMPS HELD SINCE 2012

IMPACTED OVER

30,000 YOUTH
ACROSS THE COUNTRY



PRESENTED BY



| NFL PLAY 60 SUPER KID

Seattle, Washington native QUENTIN CORR, 13, was this year's NFL PLAY 60 Super Kid. As the winner of the 2019 NFL PLAY 60 Super Bowl Contest presented by Danimals, Quentin was the official NFL PLAY 60 Ambassador during Super Bowl Week and handed off the game ball to start the second half of Super Bowl LIV at Hard Rock Stadium in Miami.



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.

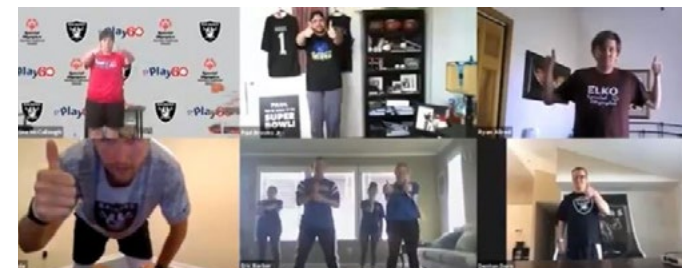
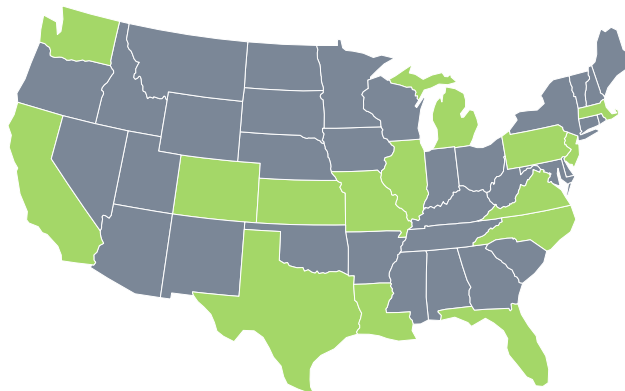


| SPECIAL OLYMPICS

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 2019, 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.

NFL FOUNDATION + SPECIAL OLYMPICS HAVE PROVIDED GRANTS TO LOCAL PROGRAMS IN 15 STATES





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 \$1.7 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.

**NFL HAS RAISED MORE THAN
\$1.7 MILLION FOR ST. JUDE**



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



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.

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

\$44,000,000

FOR MILITARY AND VETERAN
NONPROFIT ORGANIZATIONS





SALUTE TO SERVICE HUDDLE

Through its partnership with the **Bob Woodruff Foundation**, the NFL and the San Francisco 49ers teamed up with **The Mission Continues**, an NFL-BWF grantee, and the **San Francisco Recreation and Park Department** to host the **Salute to Service Huddle** consisting of volunteer activities to help increase and improve the environment at **Aleman Farm**, an urban farm that benefits underserved communities in San Francisco.

HUDDLE FOR HEROES: LETTERS OF GRATITUDE

Huddle for Heroes encouraged NFL fans to write letters expressing gratitude for service members, veterans and their families. As part of the initiative, the NFL and the **Bob Woodruff Foundation** selected seven service members who have unique stories and a love for the game of football. NFL players wrote thank you letters to these seven service members, with both the players reading the letters aloud and the service members receiving them captured on film and broadcasted.

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 635 Tillman Scholars who are now pursuing careers in medicine, business, law, science, education and the arts.

ACADEMIC SCHOLARSHIPS FOR MORE THAN

635 TILLMAN SCHOLARS



| USO

For more than 50 years, the NFL has supported the **USO** in its mission to strengthen service members by keeping them connected to family, home and country. In 2018 the NFL announced a \$5 million commitment to support events and programming that reach service members and their families via the more than 230 USO locations worldwide. Since 2007, NFL players and coaches have traveled on USO tours to 26 countries to meet and thank more than 96,500 service members.

Additionally, the NFL serves as a **Force Behind the Forces**® 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.

50+ YEARS PARTNERSHIP

SINCE 2017, NFL PLAYERS AND COACHES
HAVE TRAVELED ON USO TOURS TO

▶ **26 COUNTRIES TO THANK**
▶ **96,500+ SERVICE MEMBERS**

| TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS

The NFL partners with **TAPS** to fund programs that support the families of fallen military service members. Many thousands of survivors are able to access youth and mentor programs and services to support all those grieving the loss of a military loved one. Through this partnership, more than 4,500 survivors who are part of TAPS have been able to participate in NFL events and honor their loved one.

**4,500+ SURVIVORS HAVE
PARTICIPATED IN NFL EVENTS**

| 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. NFL's support has helped WWP fund the expansion of combat stress recovery programs, such as **Project Odyssey**, and serve more than 170,000 wounded veterans, family members and care givers.



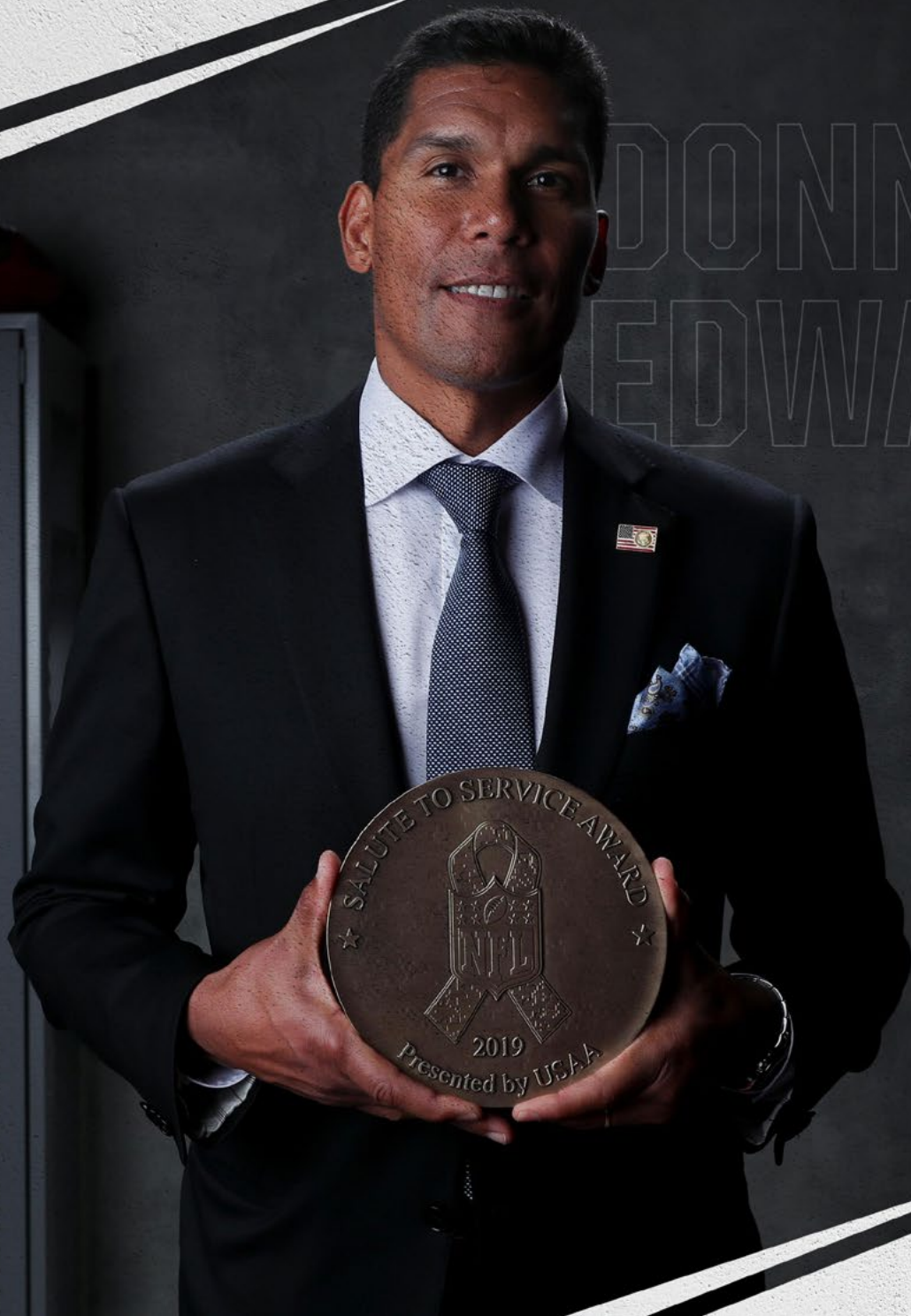
SERVED MORE THAN

**170,000 WOUNDED VETERANS,
FAMILY MEMBERS AND CARE GIVERS**

| BOB WOODRUFF FOUNDATION

In 2018, the NFL expanded its support for the military community with a \$2 million grant to the **Bob Woodruff Foundation**. In total through this partnership, BWF has awarded 26 grants to best-in-class organizations that support post-9/11 veterans and their families through programs that focus on education and employment, quality of life, and rehabilitation and recovery.

DONNIE
EDWARDS



**SALUTE
TO SERVICE**
AWARD

PRESENTED BY




2019

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 2019 recipient of the **Salute to Service Award Presented by USAA** was NFL Legend and former Los Angeles Chargers linebacker **DONNIE EDWARDS**.

Edwards played 14 seasons in the NFL. During his five seasons with the Los Angeles Chargers, Edwards was twice voted as an All-Pro linebacker and, at the time of his retirement, was one of only eight players in the history of the NFL to record 20 interceptions and 20 sacks over a career.

While he was heavily involved with bettering the community and actively supporting the military during his playing days, Edwards has taken full advantage of his connections off the field to support the world around him, especially our military veterans, in his post-football life.

It was Edwards' long-standing family ties to the military that moved him to lend his support to American troops overseas, including participating in seven tours with the **USO**, proudly working to help boost morale for members of our military. Edwards' passion has also taken a very special direction as he has turned his attention and time to assisting **The Greatest Generation Foundation**, which takes World War II veterans back to their battlefields and memorials so they can make peace and pay respect to their fallen brothers who never got a chance to live a full life.

To commemorate the 75th anniversary of D-Day, Edwards had a goal to return as many veterans as he could to Normandy. His goal was achieved earlier in the off-season, as Edwards and his **Best Defense Foundation** took 16 veterans and a nurse who served in World War II on a 10-day trip to the shores of Northern France to attend ceremonies and parades, visit schools and even provide the opportunity for several of the veterans to receive their French Legion of Honor Award. Like Normandy, Edwards took seven Iwo Jima survivors back to the islands earlier this year. He credits the game of football for giving him the platform to do so much for those who served.

His dedication to giving back comes from his family. His grandfather, Sergeant **MAXIMINO RAZO**, was a Pearl Harbor survivor, a father-figure for Edwards growing up, and ultimately, his inspiration. Edwards' desire, in his post-football career, is to help those who fought for our freedoms on countless battlefields heal their old wounds and to say goodbye to long-lost friends.



7 TOURS WITH THE **USO**



TOOK

16 VETERANS & 1 NURSE
WHO **SERVED IN WW2** TO NORMANDY FOR
75TH ANNIVERSARY OF D-DAY

TOOK

7 IWO JIMA SURVIVORS
BACK TO THE ISLANDS

USAA CONTRIBUTED

\$25,000 IN EDWARDS' NAME
TO THE OFFICIAL AID SOCIETIES
REPRESENTING ALL 5 MILITARY BRANCHES

NFL MATCHED \$25,000 TO BE
DONATED TO EDWARDS' MILITARY CHARITY OF CHOICE



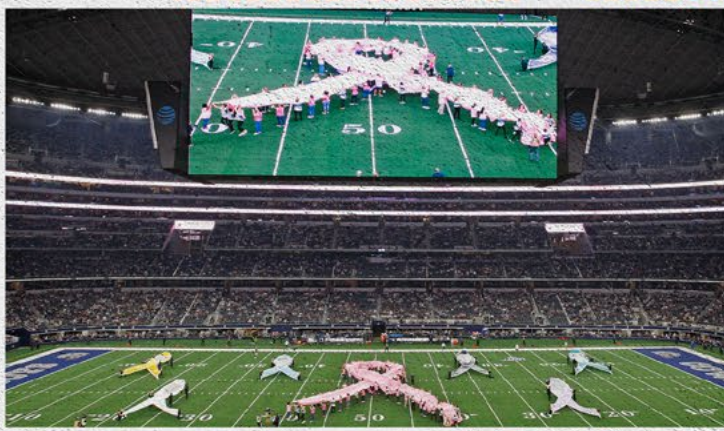
CRUCIAL CATCH

INTERCEPT CANCER



CRUCIAL CATCH

For over a decade, 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 introduced a powerful PSA that featured NFL players who detected cancer early and are now survivors.





\$20,000,000

RAISED SINCE 2009

\$1,000,000

IN GRANTS TO 8 HEALTH SYSTEMS
IN NFL MARKETS IN 2019

310,200 SCREENINGS

SINCE 2012

| CHANGE

Since 2009, more than \$20 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 cancer screening and prevention resources in underserved communities. 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 great opportunities to community health centers to support system-level change and increased access to low- or no-cost cancer screenings in underserved communities.

With NFL funding last season, ACS awarded lung cancer grants through a pilot program to eight NFL markets. The newly funded lung cancer and tobacco cessation program addresses lung cancer mortality by increasing screenings and supporting smoking cessation efforts. Each health system received \$100,000, and their collaborating lung cancer screening partner will receive \$25,000 over two years.

Since 2012, CHANGE grants have contributed to 310,200 screenings and reached more than 1 million individuals with education, screening reminders and patient navigation. In addition, the NFL works with ACS and CHANGE grant recipients to host educational sessions and screenings in their communities. Many NFL teams participate in these educational activities, bringing these life-saving messages and screening services to those who need it most.

| THE DEFENDER

As part of the campaign, the NFL and ACS have continued to encourage NFL fans to use **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.

| HUDDLE TO INTERCEPT CANCER

As part of the NFL's **Huddle for 100**, the **Huddle to Intercept Cancer** was hosted ahead of the season's Crucial Catch game in Los Angeles. The event took place at Dignity Health Sports Park and included an intimate experience for patients, caregivers and survivors to enjoy therapeutic activities that brought about a sense of community, while also allowing them to focus on their personal wellness. In addition, 250 members of the LA community came together to participate in different activities that give back to those affected by cancer, while also helping to raise awareness around screenings and risk reduction.

250 VOLUNTEERS

PARTICIPATED IN ACTIVITIES TO GIVE BACK TO THOSE AFFECTED BY CANCER

x x x

DUI PREVENTION

In Partnership With Mothers Against Drunk Driving



Last year, drunk and drugged driving claimed the lives of more than 10,500 people and injured over 300,000 others—all tragedies that were preventable.

Since 2010, Mothers Against Drunk Driving and the NFL have teamed up to eliminate drunk driving and remind fans that the most valuable position (MVP) at any game is the designated driver.

For the past 10 years, NFL teams have partnered with MADD volunteers on game days to educate fans about the important role of a non-drinking designated driver. Additionally, the NFL also works with MADD to increase League and team staff awareness of the dangers of drunk and drugged driving as part of the NFL's annual social responsibility education.

During the 2019 preseason, the MADD team—in partnership with the NFL's Player Engagement department—traveled across the country during the Rookie Transition Program to help rookies understand the impact of drunk driving, the power they have as role models and to remind them to always have a plan to get home safely when their plans include alcohol.

The NFL and MADD are committed to creating a future of No More Victims*.

ADDRESSING AND PREVENTING RELATIONSHIP VIOLENCE

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 survivors offering services via call, chat and text.

In addition to intervention services, the organization is leading the way on preventing relationship abuse with loveisrespect (LIR), an initiative that engages, educates and empowers young people to prevent and end abusive relationships. LIR is the first 24-hour resource for teens and is a safe, inclusive space where young people can access information and get help in an environment designed specifically for them.

In 2019, support from the NFL continued to make a positive impact at The Hotline. The Hotline answered 362,897 calls, online chats and text messages from people across the country reaching out for support with relationship abuse. Financial support provided by the NFL also helped The Hotline further its policy work in Washington, D.C., helping to shape the way government, communities and providers approach this issue and best serve survivors.

The Hotline advocates for strong survivor-centered policies and legislation. The Hotline held a Congressional Briefing in June to educate members of Congress on the impact of domestic violence and dating abuse on America.

Finally, support from the NFL helped advocates offer 221,057 referrals to shelter and domestic violence service providers, and 169,961 referrals to additional resources across the nation.

To learn more about The Hotline's work, please visit ► THEHOTLINE.ORG



ABOVE / Photo from an NDVH 2019 survivor video shoot



2019 BY THE NUMBERS:

362,897

CALLS, ONLINE CHATS AND TEXT MESSAGES ANSWERED

221,057

REFERRALS TO SHELTERS AND DOMESTIC VIOLENCE SERVICE PROVIDERS

169,961

REFERRALS TO ADDITIONAL RESOURCES ACROSS THE NATION



RALIANCE

| RALIANCE

The NFL continues to support **RALIANCE**, a Washington, D.C.-based national partnership dedicated to ending sexual violence in one generation. RALIANCE offers unparalleled expertise and is a trusted resource for organizations committed to creating safer and more equitable workplaces and communities.

The organization recently launched **RALIANCE Business**, an innovative resource center providing companies with strategies and solutions to help prevent and respond to all forms of sexual misconduct in the workplace and across business operations. As part of this effort, RALIANCE and its partners developed a comprehensive taxonomy system that can be used and adopted by institutions, across every industry, in their own efforts to address sexual violence and misconduct within their platforms.



| DOMESTIC VIOLENCE / SEXUAL ASSAULT

The NFL is committed to addressing and preventing domestic violence and sexual assault. Through national and local partnerships, the NFL works year-round to provide resources to educate communities and support survivors. The NFL also works annually with Super Bowl host communities to celebrate the often-unnoticed efforts of the hundreds of employees and volunteers working behind the scenes at domestic violence shelters and sexual assault prevention organizations as well as funding and deploying human trafficking prevention initiatives. All 32 NFL clubs continue to work in their communities on efforts ranging from abuse intervention programs, crisis center fundraisers, high school healthy relationship assemblies, and local public service campaigns.

x x x

RALIANCE HAS INVESTED MORE THAN

\$2.77
MILLION

IN ONE-YEAR GRANTS SINCE 2016

x x x

RALIANCE also continued to engage the sport community as a partner in ending sexual and domestic violence. RALIANCE and the **UC San Diego Center on Gender Equity and Health (GEH)** hosted researchers from across the country to discuss policy recommendations and strategies to ensure that the voices of youth and young adults are heard in conversations about how to prevent sexual misconduct, harassment and abuse in athletics. RALIANCE also joined U.S. violence prevention and sport leaders to participate in the **United States-Pakistan Exchange** on addressing gender-based violence through sport.

Since 2016, RALIANCE has invested more than \$2.77 million in one-year grants to prevention programs and projects that advance policy and practices that support survivors and make communities safer.

For more information, visit ► RALIANCE.ORG



“#MeToo has been a driving force in increasing cultural awareness, but we need to continue to take proactive steps to cement institutional change.”

EBONY TUCKER
RALIANCE / EXECUTIVE DIRECTOR

NFL

EMPLOYEE PROGRAMS & AFFINITY GROUPS

| 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.

| 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.

| WOMEN'S CAREER IN FOOTBALL FORUM

At Combine, the NFL hosted the 4th annual **NFL Women's Careers in Football Forum**. The objective of this program is to connect women in entry-level college football roles with NFL leaders who can help them pursue football operations positions at our clubs. Through the program, 89 women have secured positions in football roles in a three-year period.

| ASIAN PROFESSIONAL EXCHANGE (APEX)

APEX aims to serve as a bridge between the Asian community, Asian employees and allies, adjacent NFL affinity groups, and the NFL's corporate culture and brand. It examines the NFL's corporate culture and leads discussions on diversity and inclusion in the workplace, as well as explores new and innovative methods to advance and grow football in traditionally Asian communities, and create dialogue and opportunities for recruitment, training, retention and advancement of diverse candidates.



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 manages more than 45 grant and recognition programs in support of its mission. In 2019, the Foundation issued a record number of grants to current and former players, NFL club foundations and organizations supporting community wellbeing.

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.



CHARACTER PLAYBOOK

The **Character Playbook** program is a digital education program that helps middle school students learn how to cultivate and maintain healthy relationships. The NFL, **United Way**, and digital learning innovator **EVERFI, Inc.**, created this scalable and evidenced-based program, which has been rolled out in all 32 NFL market communities over the past four years.

To learn more, visit ▶ CHARACTERPLAYBOOK.COM

ALMOST
650,000 MIDDLE AND HIGH SCHOOL STUDENTS EDUCATED

306

The NFL is in its second year providing **306**, **EVERFI's** signature digital education program on African-American history, to high school students. **The League supports access to this resource for 175 high schools across Arkansas, Florida, Georgia, Montana, and North Dakota.** Sponsorship of the 306 program is part of the NFL's **Inspire Change** program, the social justice platform.

Sharing stories of African-American accomplishments in the arts, science, sports, and academia supports the NFL's commitment to education and economic advancement by inspiring positive change in communities across the country.

In addition to providing students with access to African-American history, 306 also serves as an important civic education tool, with 84% of students who have engaged in the program saying that they probably or definitely will vote in local, state or federal elections.

× × ×

115 SCHOOLS
DURING 2018-2019
ACADEMIC YEAR

OVER
16,000 HOURS
OF LEARNING



InSideOut INITIATIVE

The **InSideOut Initiative**, co-founded by NFL Legend **JOE EHRMANN** and Minnesota High School League associate director **JODY REDMAN**, is helping 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.

To learn more, visit ▶ INSIDEOUTINITIATIVE.ORG

NFL GRANTS

PLAYER FOUNDATION & LEGENDS IMPACT GRANTS

The NFL Foundation supports players' philanthropic and community efforts and provides multiple grant opportunities to current players and NFL Legends for these purposes, including the **Legends Impact Grant**. This additional funding was provided to former players' foundations and selected based on the immense impact their work has provided to underserved communities and areas of high social need.

For more information, visit [▶ NFLFOUNDATION.ORG](https://www.nflfoundation.org)

SOCIAL JUSTICE GRANTS

As part of the NFL's **Inspire Change** platform, the NFL Foundation has awarded matching social justice grants to more than 300 current and former NFL players over the last year, totaling more than \$1.5 million to support nonprofit organizations working in the social justice space in communities around the country.

300+ CURRENT AND FORMER
NFL PLAYERS

× × ×

MORE THAN
\$1.5 MILLION IN SUPPORT





YOUTH FOOTBALL CAMPS

Each year, the NFL Foundation supports current and former NFL players and coaches who organize and host free, non-contact youth football camps during the summer.

In its 22nd year, the program recognizes NFL players and coaches who give back to communities in their hometowns or club markets and offer young athletes the opportunity to play in a healthy and fun environment. As part of summer camp season festivities, more than 450 current players, NFL Legends and coaches hosted free, non-contact youth football camps for more than 80,000 children across the country. Camps were open to boys and girls ages 5-18.

More than 200 recipients also received grants to host a single-day **FUNDamentals** camp, featuring a **USA Football** curriculum. **FUNDamentals** camps are designed to introduce boys and girls to the fun of football and advance their physical wellbeing through the sport's basic skills and movements in an exciting, high-activity format.

450+ ACTIVE PLAYERS, NFL LEGENDS, CLUBS, AND PARTNERS HOSTED YOUTH FOOTBALL CAMPS LAST YEAR

OVER 80,000 YOUTH ATHLETES INVOLVED



NFL PLAY 60

NFL club foundations also receive grants from the NFL Foundation to help provide **NFL PLAY 60** programs in their communities, as well as programs and events that support cancer awareness, military appreciation, social justice, social responsibility, volunteerism, and youth football.

SINCE 1998, THE NFL FOUNDATION HAS PROVIDED MORE THAN

\$68 MILLION

TO REVITALIZE

550+ ATHLETIC FIELDS NATIONWIDE FOR YOUTH ATHLETICS,



PROVIDING SAFE AND ACCESSIBLE PLACES TO PLAY



DON SHULA

HIGH SCHOOL COACH OF THE YEAR

The **Don Shula NFL High School Coach of the Year Award** was created to honor exemplary high school football coaches who display the integrity, achievement and leadership demonstrated by Don Shula, the winningest coach in NFL history and a two-time Super Bowl champion. Each of the League's 32 clubs nominated a deserving coach from their pool of weekly Coach of the Week winners. All 32 coaches were invited to Orlando to participate in Pro Bowl festivities and this year's winner was announced during the 2020 Pro Bowl Game.

This year's recipient was **MATT LAND**, the head coach at **Dalton High School** in Dalton, GA.

NFL FOUNDATION CONTRIBUTES

\$40,000 IN GRANT AWARDS

THE WINNER RECEIVES \$25,000

\$15,000 GOING TO COACH'S SCHOOL'S FOOTBALL PROGRAM

THE RUNNER-UP RECEIVES \$15,000

\$10,000 GOING TO COACH'S SCHOOL'S FOOTBALL PROGRAM

x x x

NFL AUCTION

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 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 has raised more than \$750,000 for player-supported causes and charities since 2016.

Following the Super Bowl LIV, NFL Auction also played a key fundraising role in COVID-19 relief, raising money to support food and education causes as well as fundraising for the **CDC Foundation**.

The 2019 season included a record jersey sale as well. **TOM BRADY's** game-worn jersey was sold for \$75,000. This was enough to provide funding for the NFL's **CHANGE** grants, supporting cancer prevention screenings to at-risk women, for the entire city of Boston.

Find out more about the causes and partners we support by visiting ► [NFL.COM/AUCTION](https://www.nfl.com/auction)



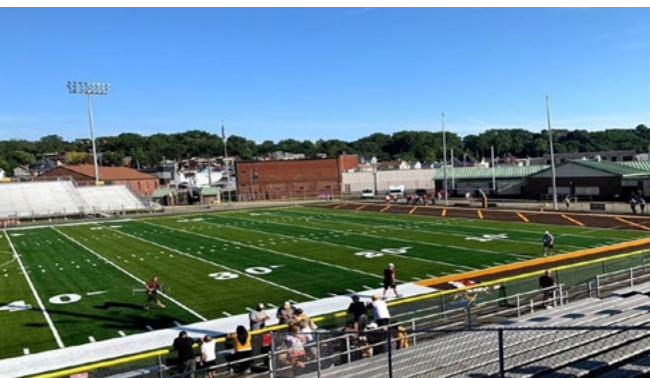
**TOM BRADY'S
GAME-WORN JERSEY SOLD FOR
\$75,000**





FIELD GRANTS

Ready access to safe, well-maintained places to gather, exercise and play is key to the health and wellbeing of children and adults alike. In addition, to the health and wellbeing of the communities where we live. That's why LISC has long invested in creating and revitalized playing fields, parks and other facilities in underinvested areas. We do this through our extraordinary partnership with the NFL Foundation.



These places, and the programming that they make possible, are equally important for girls and boys—because everyone benefits from the fun and confidence building that comes from playing games and sports in quality places in their own zip codes. These experiences teach teamwork, discipline and fair play. Moreover, they open doors to opportunities young people may not have known existed.

For 20 years, LISC has collaborated with the NFL Foundation's Grassroots Program, bringing funding and technical assistance to create or rehabilitate football fields in communities and schools. Nationwide, the program has committed over \$61 million to support more than 370 fields in over 100 cities—all areas where NFL teams have a home base. Playing fields are newly built or significantly renovated, with improvements that include irrigation systems, lights, bleachers, scoreboards, goal posts and turf.

In many cases, these fields are a community's only free and accessible recreation space and are used for everything from football practice and soccer to ultimate Frisbee and Tai chi. Each one is an example of the commitment to neighborhood revitalization and wellness that is part of LISC's mission to close the opportunity gap.



USA FOOTBALL

Through a multi-year grant, the NFL Foundation has helped USA Football, the sport's national governing body, continue its efforts to teach the game in an age-appropriate way, building confidence and enthusiasm for an inspired football journey through better experiences for all participants. USA Football has taken a leadership role in the design and creation of the **Football Development Model (FDM)**, a framework for long-term athlete development, using scientifically based guidelines to help develop better people, better athletes and better football players. Each year during the preseason the NFL celebrates **PLAY Football Month**, in partnership with USA Football, to celebrate youth and high school players around the country.

For more information, visit [▶ USAFOOTBALL.COM](https://usafootball.com)





WAY TO PLAY AWARD

The NFL Way to Play Award expanded in 2019 and recognizes the best examples of playing technique each week of the NFL regular season and playoffs. A distinguished panel of NFL Legends selected the player who positively impacted the game through proper technique (i.e., tackling, blocking, footwork, discipline, vision). The recipient was announced every Thursday during the season on NFL Network's *Good Morning Football*.

Each winner received a \$2,500 equipment grant through USA Football for the youth or high school football program of the player's choice.

\$2,500 EQUIPMENT GRANT

x x x

WAY TO PLAY HIGH SCHOOL AWARD

Building off of the positive impact of Way to Play, the NFL also recognized high school football players for using proper playing technique in partnership with Hudl throughout the 2019 season. The **Way to Play High School Award** was featured nationally on Saturdays in a *Good Morning Football* segment.

The school of each chosen player received a \$1,500 equipment grant through USA Football.

\$1,500 EQUIPMENT GRANT

100 ORIGINAL TOWNS

Nearly 100 years after the National Football League was born in Canton, Ohio, the NFL celebrated the 13 communities that were home to the 14 teams of its inaugural season.

Eight “Original Towns” outside of the 32 current NFL markets hosted live telecasts in their hometowns announcing draft picks on DAY 3 of the 2019 NFL Draft: Akron, Ohio; Canton, Ohio; Columbus, Ohio; Dayton, Ohio; Hammond, Indiana; Muncie, Indiana; Rochester, New York; and Rock Island, Illinois.

The hometown celebrations in these markets showcased the town’s history alongside fans, NFL Legends, celebrities and elected officials.

To honor the lasting legacy of football and pave the way for future generations of football players, the NFL Foundation, in partnership with **FieldTurf** and **Vasco**—who will lead construction and installation—provided grant dollars for the installment of a new artificial turf field in the city of Dayton, Ohio.

The field will commemorate the first-ever NFL game played at Triangle Park on October 3, 1920, between the Dayton Triangles and the Columbus Panhandles. Additionally, the Foundation provided grant dollars to each of the 13 “Original Towns” to support local youth football programs, advocate for player safety and promote football’s values.

IN CELEBRATION OF NFL 100, THE LEAGUE IS PROUD TO HONOR THE FOLLOWING 13 “ORIGINAL TOWNS”

- ▶ **AKRON, OHIO** (AKRON PROS)
- ▶ **BUFFALO, NEW YORK** (BUFFALO ALL-AMERICANS)
- ▶ **CANTON, OHIO** (CANTON BULLDOGS)
- ▶ **CHICAGO, ILLINOIS** (RACINE CARDINALS, CHICAGO TIGERS)
- ▶ **CLEVELAND, OHIO** (CLEVELAND TIGERS)
- ▶ **COLUMBUS, OHIO** (COLUMBUS PANHANDLES)
- ▶ **DAYTON, OHIO** (DAYTON TRIANGLES)
- ▶ **DECATUR, ILLINOIS** (DECATUR STALEYS)
- ▶ **DETROIT, MICHIGAN** (DETROIT HERALDS)
- ▶ **HAMMOND, INDIANA** (HAMMOND PROS)
- ▶ **MUNCIE, INDIANA** (MUNCIE FLYERS)
- ▶ **ROCHESTER, NEW YORK** (ROCHESTER JEFFERSONS)
- ▶ **ROCK ISLAND, ILLINOIS** (ROCK ISLAND INDEPENDENTS)

COVID-19 RELIEF



In March, the COVID-19 pandemic hit our country hard and had a devastating impact across the country – flipping what we knew as everyday life upside down.

We knew the NFL had to help those that always support us, so collectively, alongside the **NFLPA**, clubs, owners and players, the **NFL Foundation raised over \$35 million** in initial COVID-19 relief efforts.

THE FUNDS RAISED WENT TO 10 ORGANIZATIONS:

- ▶ AMERICAN RED CROSS
- ▶ BOB WOODRUFF FOUNDATION
- ▶ BOYS & GIRLS CLUBS OF AMERICA
- ▶ CDC FOUNDATION
- ▶ GENYOUTH FOUNDATION
- ▶ MEALS ON WHEELS AMERICA
- ▶ SALVATION ARMY
- ▶ TEAM RUBICON
- ▶ UNITED WAY
- ▶ WOUNDED WARRIOR PROJECT

For more information, visit ▶ [NFL.COM/COVID19RELIEF](https://www.nfl.com/covid19relief)

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“ We have all been impacted by the COVID-19 pandemic. Now more than ever, we need to unify to stay home and stay strong...The NFL will continue to find ways to give our support so we can get through this time of uncertainty together. ”



ROGER GOODELL
NFL COMMISSIONER

In addition to these initial donations, the NFL family created **#StayHomeStayStrong** to help limit the spread of COVID-19 across the country. The NFL also launched a series of free digital learning and wellness resources for students, parents and teachers by teaming up with charitable partners such as **American Heart Association, Discovery Education, Boys & Girls Clubs of America, United Way, EVERFI, The Cooper Institute** and **USA Football**.

NFL Auction hosted a coronavirus auction to benefit the **CDC Foundation** and **World Health Organization**, first for China-specific efforts and continued the efforts with U.S.-based ones.

Additionally, the NFL, through its **Inspire Change** platform and the **Players Coalition**, made a \$3,050,000 donation to seven markets where communities of color have been significantly impacted by COVID-19, including: Atlanta, GA, Baltimore, MD, Chicago, IL, Detroit, MI, Florida, Louisiana, and Washington, D.C..

During this global public health emergency, the NFL continues to closely coordinate with all 32 teams and public health authorities, as well as community and philanthropic partners, on additional opportunities to offer support to those who most need it during this unprecedented time.

THE NFL, THROUGH ITS INSPIRE CHANGE PLATFORM AND THE PLAYERS COALITION, MADE A

\$3,050,000 DONATION

TO SEVEN MARKETS WHERE COMMUNITIES OF COLOR HAVE BEEN SIGNIFICANTLY IMPACTED BY COVID-19

FOR MORE INFORMATION, PLEASE VISIT [NFL.COM/COMMUNITY](https://www.nfl.com/community)
OR EMAIL [SOCIALRESPONSIBILITY@NFL.COM](mailto:socialresponsibility@nfl.com)

