



BEYOND THE GAME

THE NFL SOCIAL RESPONSIBILITY REPORT - 2016 SEASON



MISSION

The NFL will implement consistent and thoughtful responses to societal issues by educating the NFL family, instituting transparent league policies, and actively engaging with communities to positively impact society.



MESSAGE FROM NFL COMMISSIONER ROGER GOODELL

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

The 2016 season successfully engaged communities across the nation through initiatives including the Crucial Catch breast cancer awareness campaign, our youth health and wellness program called NFL PLAY 60, and Salute to Service, which recognizes and honors the military. We continued our work on health and safety for athletes at all levels through the NFL Foundation, a nonprofit organization representing all 32 NFL clubs. And we implemented year three of our league-wide domestic violence and sexual assault education, now also available for public use.

As a league, we are strongly behind helping schools develop students of good character by advancing programs such as Character Playbook™, which we launched in partnership with United Way Worldwide. The initiative helps middle-school students cultivate and maintain healthy relationships.

NFL players embrace their leadership role by serving communities all year long. The Walter Payton NFL Man of the Year Award highlights the great work of our players. We were all proud to celebrate the 32 team winners during the post-season and to recognize finalists Larry Fitzgerald, Eli Manning, and Greg Olsen during Super Bowl week.

With each NFL season, we have an opportunity to build on these accomplishments and fulfill our responsibility as leaders by developing new ways to help people and programs that need our support.

The NFL will continue to stand for football and community. We embrace our role and are proud to be in a position to unify and serve our communities.

A handwritten signature in black ink that reads "Roger Goodell". The signature is written in a cursive, flowing style.

Roger Goodell, NFL Commissioner

OFF-THE-FIELD STATS

ENCOURAGING YOUTH ATHLETICS AND HEALTHY LIVING

NEARLY 7,300 YOUTH LEAGUES AND MORE THAN 2,300 HIGH SCHOOLS are enrolled in USA Football's Heads Up Football program

MORE THAN 3,400 NFL FLAG POWERED BY USA FOOTBALL FLAG ESSENTIALS KITS distributed this school year impacting nearly 1.9 million youth

16 MILLION STUDENTS ARE MORE ACTIVE AND 13 MILLION MORE ARE EATING HEALTHY through Fuel Up to PLAY 60

MORE THAN \$1 MILLION CONTRIBUTED TO FREE YOUTH FOOTBALL CAMPS hosted by current and former NFL players

\$55 MILLION FROM THE NFL FOUNDATION TO REVITALIZE 482 FIELDS for youth athletics since 1998

FOSTERING SOCIAL RESPONSIBILITY

IN 2016, MORE THAN 6,000 TEAM EMPLOYEES AND PERSONNEL PARTICIPATED IN alcohol-abuse, domestic-violence, and sexual-assault educational programs

MORE THAN 1.4 MILLION FANS HAVE SIGNED UP TO BE DESIGNATED DRIVERS through the NFL-MADD partnership over the last five years

SUPPORTING OUR COMMUNITIES

\$65,000 RAISED to date for players' causes by NFL Auction, which auctioned off players' cleats from the My Cause My Cleats campaign

\$400,000 CONTRIBUTED to OneOrlando Fund by NFL Foundation and three Florida-based NFL teams

MORE THAN \$5 MILLION TO MILITARY APPRECIATION NONPROFITS in 2016, bringing the total to more than \$15 million since 2011

\$1 MILLION SUPER BOWL LEGACY GRANT given by the NFL Foundation to Houston nonprofits



TABLE OF CONTENTS

Continuing to Make an Impact Off the Field	6
Walter Payton NFL Man of the Year Award.....	7
Salute to Service.....	12
NFL Events Bring Lasting Legacies	14
Continuing to Encourage Healthier Communities	18
Celebrating Youth Health & Wellness through the NFL PLAY 60 Movement	19
Continuing the Fight Against Cancer	24
NFL Foundation.....	25
Committed to a Stronger Society	34
Every Cleat Tells a Story	35
Ongoing Education and Outreach.....	36
Promoting Diversity and Inclusion	40



CONTINUING TO MAKE AN IMPACT OFF THE FIELD

The league, its players, coaches, owners, and staff strive for excellence both on and off the field. Through our ongoing community work and key NFL events like the Super Bowl, Pro Bowl, Draft, and Kickoff, we are proud of our year-round commitment to making positive change nationwide.



WALTER PAYTON NFL MAN OF THE YEAR AWARD

The **WALTER PAYTON NFL MAN OF THE YEAR AWARD PRESENTED BY NATIONWIDE** was established in 1970 and renamed in 1999 after the late Hall of Fame Chicago Bears running back Walter Payton. The award recognizes a player for his excellence on and off the field and is among the league's most prestigious awards. Each team nominates one player as its Man of the Year who is then eligible to win the national award. These players represent the best of the NFL's commitment to philanthropy and community impact.

This year, in addition to a donation to a charity of his choice, each nominee received a donation in his name to support the expansion of **NFL AND UNITED WAY'S CHARACTER PLAYBOOK™ PROGRAM** across all NFL markets. Character Playbook™, operated by EverFi, is a national education initiative focused on youth character development and building healthy relationships.

As a result of the enhanced contributions and the fact that there were two award recipients—Arizona Cardinals wide receiver **LARRY FITZGERALD**

and New York Giants quarterback **ELI MANNING**—a total of \$1,250,000 will be donated on behalf of the 2016 Award winners. The funds will be allocated as follows: \$625,000 in the name of each winner, with \$312,500 going to a charity of Fitzgerald and Manning's choice and \$312,500 supporting the expansion of Character Playbook™.

As the runner-up, Carolina Panthers tight end **GREG OLSEN** will receive a \$125,000 donation that will go toward his foundation, Receptions for Research, which provides resources to enhance the lives of those affected by cardiovascular diseases and cancer, and a \$125,000 donation in his name to expand Character Playbook™. In addition, the 29 team winners will receive a \$50,000 donation to their charity of choice and an additional \$50,000 donation in their name to Character Playbook™. Donations are courtesy of the NFL Foundation, Nationwide, and United Way Worldwide.

To further celebrate and promote the 32 nominees, Nationwide, the presenting sponsor of the Award, hosted the second annual *Charity Challenge*. The month-long social media contest gave NFL fans the opportunity to show support for their favorite nominee and offered players a chance to secure a \$25,000 donation to their charity of choice, courtesy of Nationwide. Fans were invited to vote for their favorite nominee by using that player's unique hashtag. The player hashtag that generated the most mentions was Greg Olsen, who received a \$25,000 donation to his Receptions for Research foundation. As a show of appreciation to runner-up Torrey Smith and his fans for their participation, Nationwide also donated \$10,000 to The Torrey Smith Family Fund.

For additional information, visit NFL.com/manoftheyear.

2016 WALTER PAYTON NFL MAN OF THE YEAR TEAM NOMINEES

“We’re proud to honor these outstanding men who represent the NFL’s best on and off the field. Our players have a unique platform to make a difference far beyond the field of play. We salute these individuals, who are exemplary in their commitment to making a positive impact in communities across the globe through their dedicated service and philanthropic efforts.”

— NFL Commissioner Roger Goodell



Arizona Cardinals
Larry Fitzgerald



Atlanta Falcons
Matt Ryan



Baltimore Ravens
Steve Smith Sr.



Buffalo Bills
Eric Wood



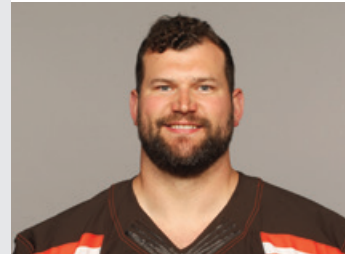
Carolina Panthers
Greg Olsen



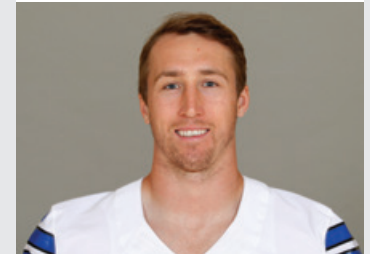
Chicago Bears
Sam Acho



Cincinnati Bengals
Andy Dalton



Cleveland Browns
Joe Thomas



Dallas Cowboys
Sean Lee



Denver Broncos
Virgil Green



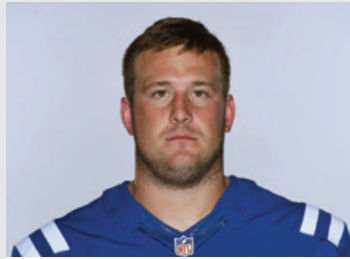
Detroit Lions
Don Carey



Green Bay Packers
Jayrone Elliott



Houston Texans
Brian Cushing



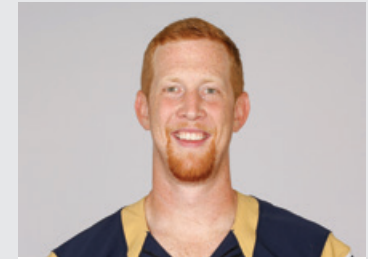
Indianapolis Colts
Joe Reitz



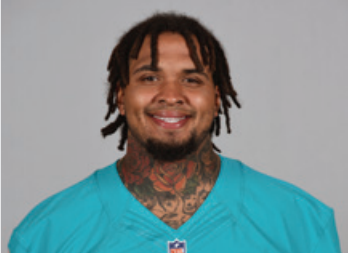
Jacksonville Jaguars
Julius Thomas



Kansas City Chiefs
Alex Smith



Los Angeles Rams
Johnny Hekker



Miami Dolphins
Mike Pouncey



Minnesota Vikings
Chad Greenway



New England Patriots
Rob Gronkowski



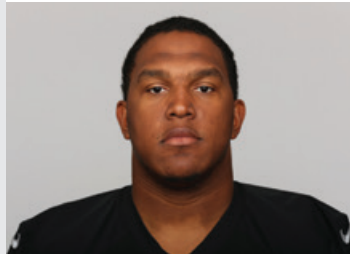
New Orleans Saints
Roman Harper



New York Giants
Eli Manning



New York Jets
Brandon Marshall



Oakland Raiders
Dan Williams



Philadelphia Eagles
Jon Dorenbos



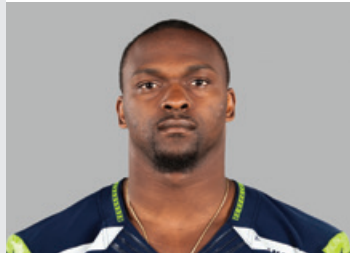
Pittsburgh Steelers
Arthur Moats



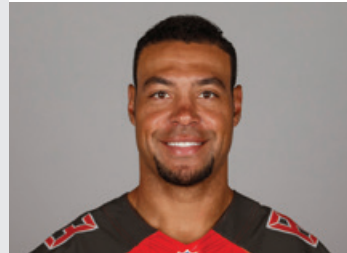
San Diego Chargers
Jeremiah Attaochu



San Francisco 49ers
Torrey Smith



Seattle Seahawks
Cliff Avril



Tampa Bay Buccaneers
Vincent Jackson



Tennessee Titans
Jurrell Casey



Washington Redskins
Pierre Garçon



LARRY FITZGERALD: 2016 WALTER PAYTON NFL MAN OF THE YEAR

Since being drafted as the Cardinals third overall pick in the 2004 Draft, Larry Fitzgerald has been a leader on and off the field. Since 2004, Fitzgerald leads the NFL in receptions (1,125) and receiving yards (14,389) and has 104 career touchdowns.

Fitzgerald understands the responsibility that comes with being a professional athlete and uses his platform to give back to the community. Continuing a family legacy, Fitzgerald's charitable work keeps him grounded and in touch with his roots. He looks for ways to increase the impact of his charitable work by teaming with others in Arizona and Minnesota.

Fitzgerald's foundation, The Larry Fitzgerald First Down Fund, has provided grants of more than \$1 million to promote reading and technology access for students K-12 and to support efforts to prevent and cure breast cancer and support breast cancer survivors. Fitzgerald has also teamed with national and international charities to serve as a volunteer to promote vision care for children, to fit people around the world with hearing aids, and to visit countries in Africa to promote economic development.

"Quite simply this is the most meaningful honor an NFL player can receive, and I am flattered beyond words that the selection committee deemed me worthy of it. More than anything it is a reflection on my parents whose words and example taught my brother and me the value of service and the importance of giving back. It's a commitment that I know is shared by Eli (Manning), Greg (Olsen), all the other 2016 Man of the Year nominees and countless others throughout the NFL. I accept this honor with immense gratitude and humility but also in full recognition that it is on behalf of all of them as well."

— Larry Fitzgerald

ELI MANNING: 2016 WALTER PAYTON NFL MAN OF THE YEAR

A two-time Super Bowl champion and two-time Super Bowl MVP, former number one overall pick Eli Manning has spent the entirety of his 13-year NFL career at the helm of the New York Giants. He holds numerous team records, including passing touchdowns, pass completions, and passing yards, and currently has 199 consecutive regular-season starts, the most among active players.

A father of three daughters, Manning is a fervent champion for causes involving children. He has served as chair of the March of Dimes March for Babies for the past seven years, helping raise more than \$25 million. Manning also spearheads “Tackle Kids Cancer,” an initiative with Hackensack University Medical Center. Prior to kicking off an extensive media campaign to raise awareness of this cause, Manning spent time with patients and doctors at the hospital’s pediatric cancer center, learning more about the greatest needs in cancer research.

Dismayed by the existence of only one children’s hospital in Mississippi, Manning and his wife founded the Eli and Abby Manning Children’s Clinics in 2007, kicking off a five-year fundraising campaign that raised close to \$3 million. Building on that accomplishment and model, they also established the University of Mississippi Medical Center Manning Family Fund, which raised nearly \$1.5 million in its first year.

“I think I speak for all of us when I say that anytime you’re mentioned in the same breath with Walter Payton, it’s a tremendous honor. None of us do what we do on behalf of charity or in our communities to get recognized. We do it because we truly care. You want to make a difference in people’s lives and in our communities. But to be recognized and know that people do notice your work is nice. I really appreciate the way the Giants are supportive of me and my teammates in the community, and the people who give of themselves on behalf of the charities I have had the privilege to assist. I appreciate all their help.”

— Eli Manning

AP Photo/Ben Liebenberg





SALUTE TO SERVICE

The NFL and NFL Players Association continue their long history of honoring veterans and active-duty military members and their families as part of the league's **SALUTE TO SERVICE** campaign. Throughout the year, the league, teams, and partners give back to the men and women in uniform who sacrifice so much for this country. These efforts culminate in November with NFL Salute to Service games and other special events honoring veterans, active-duty service members, and their families.

Since 2011, more than \$15 million has been raised through Salute to Service to support the league's military appreciation nonprofit partners: USO, Pat Tillman Foundation, and Wounded Warrior Project*. During the 2016 season, the NFL again donated \$1,000 for every point scored during Salute to Service games to these partners, along with all proceeds raised from Salute to Service products auctioned on nfl.com/auction.

USO – For the past 50 years, the NFL and USO worked together to honor and celebrate our service members and their families year-round. Through the lens of football, the league will continue to keep service members connected to the things they hold dear – family, home, and country – with an additional \$5 million donation over the next three years. This includes

support for the USO's "Force Behind the Forces," a new development and renovation project that will allow the USO to expand its services to an additional 125,000 service members and military families.

PAT TILLMAN FOUNDATION – Contributions from the NFL's Salute to Service campaign support the Tillman Scholar Program, which provides academic scholarships to veterans, active-duty service members, and their spouses. To date, the foundation has provided more than 460 Tillman Scholars the opportunity to pursue degree programs of their choice. The NFL partnered with the Pat Tillman Foundation in 2010 to annually honor Scholars who best exemplify Tillman's enduring legacy of service. The NFL's contributions also support the annual Pat

Tillman Leadership Summit, which convenes Tillman Scholars to network, collaborate, and present solutions to challenges facing the country through scholar keynotes, panels, and workshops with industry, nonprofit, and community leaders.

WOUNDED WARRIOR PROJECT* – The NFL works closely with Wounded Warrior Project* (WWP) to honor and empower Wounded Warriors. Contributions from the league's Salute to Service campaign have funded the WWP's Physical Health and Wellness Expos throughout the United States, supporting more than 800 wounded warriors and family members. This year, the NFL will provide financial support to one of WWP's programs, Project Odyssey, which helps provide continued mental health care for more than 2,000 wounded veterans annually to help them cope with the invisible wounds of war.

TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS – The NFL and its clubs work together with the Tragedy Assistance Program for Survivors (TAPS) to honor fallen service members and provide support to all those who have lost a loved one serving in our Armed Forces. This year, during their Salute to Service games, players from the Atlanta Falcons, Carolina Panthers, and Los Angeles Rams recognized surviving military families by wearing a special helmet decal with a fallen service member's initials. Also, this year the NFL hosted 16 military families from TAPS at the 2017 Pro Bowl in Orlando, Florida.





SALUTE TO SERVICE

NFL SALUTE TO SERVICE AWARD

The **NFL SALUTE TO SERVICE AWARD PRESENTED BY USAA**

is awarded annually to an NFL player, coach, alumni, or team personnel member who demonstrates an exemplary commitment to honoring and supporting the military community. As part of the award, a \$25,000 contribution is made by USAA in the winner's honor to aid organizations representing all five military branches.

Past winners include late Tennessee Titans owner K.S. "Bud" Adams Jr. (2011); Chicago Bears defensive back Charles Tillman (2012); Baltimore Ravens head coach John Harbaugh (2013); Carolina Panthers defensive end Jared Allen (2014); and Tampa Bay Buccaneers wide receiver Vincent Jackson (2015).

This year, the NFL and USAA awarded Atlanta Falcons head coach Dan Quinn with the 2016 "Salute to Service Award presented by USAA," the league's Official Military Appreciation Sponsor.

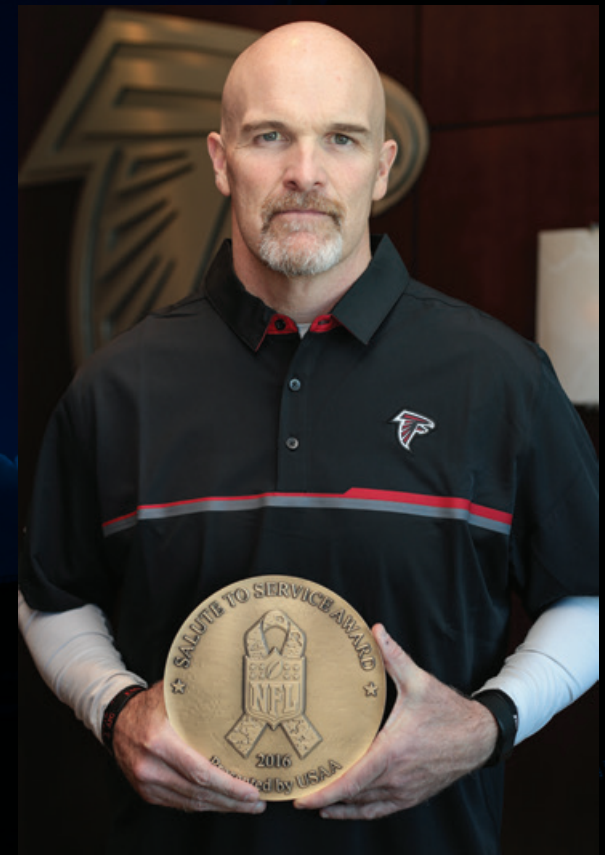
"Coach Quinn truly embodies the spirit of our Salute to Service Award. Though he has no direct ties to the military, he's made it his personal charge to show appreciation for their service and sacrifice."

—Vice Admiral (Ret.) John Bird, USAA's Senior Vice President of Military Affairs

During the spring of 2016, Coach Quinn hosted the 2nd Annual Rookie Club Olympics at the Falcons training facility, where he invited 100 military members from Fort Benning, Georgia, to participate. Coach Quinn also hosts a "Military Day" at Falcons training camp and 20 military members at each Falcons home game throughout the season. In addition, working with TAPS, he provided a special opportunity for families of fallen soldiers, hosting 63 families at the Falcons Salute to Service game in November. Additionally, last offseason, Coach Quinn led four Falcons players on a week-long USO Tour through the Pacific, including stops in Guam and Hawaii.

Pittsburgh Steelers offensive tackle Alejandro Villanueva was a finalist for this year's award. Promoted to captain in 2014, Villanueva earned the Ranger Tab and was deployed three times. He served with distinction and honor, receiving the Bronze Star Medal and the Bronze Star Medal for Valor for heroism in combat. After receiving an honorable discharge from the Army, Villanueva attended the NFL Scouting Combine in 2014 and eventually earned a spot on the Steelers practice squad. During his time with the team, Villanueva has participated in several community events and appearances to honor fellow military personnel and veterans, including "Heroes at Heinz Field" where earlier this season, Villanueva and his teammates hosted a group of veterans to participate in football skills and drills.

For additional information, visit nfl.com/salute.





NFL EVENTS BRING LASTING LEGACIES

In February 2017, Super Bowl LI brought much more than football to the Houston area. Before, during, and after the game, charitable activities and community outreach projects enriched the community and delivered a lasting legacy.

Many events and initiatives were made possible by funding from NFL Foundation Super Bowl Legacy Grants and from the Super Bowl LI Host Committee. The NFL Foundation and its partners also brought a number of youth character development programs, events, and funding opportunities to the Super Bowl host city.

BUILDING AN ACTIVE LOCAL LEGACY

The Super Bowl's impact on a community remains long after the final whistle. This year, the NFL Foundation provided a \$1 million grant to the Houston Super Bowl Host Committee via the Touchdown Houston Fund in an effort to leave an impact on all 11 counties in the greater Houston area, focusing on education, health, and community enhancement. This grant was matched by the Houston Super Bowl Host Committee for a total

of more than \$4 million. Grant focuses included youth physical fitness and wellness, after-school programs, health care, food access, neighborhood improvement, early childhood education, anti-poverty, dropout, and homeless prevention strategies.

Representatives from the NFL, Houston Super Bowl Host Committee, and the Houston Texans gathered to recognize the recipients of this year's Super Bowl Legacy Grants. Houston Texans General Manager Rick Smith, Commissioner Goodell, Houston Super Bowl Host Committee President/CEO Sallie Sargent, and Houston Super Bowl Host Committee Chairman Ric Campo made the announcement at Pro-Vision Academy, one of this year's grant recipient locations. The field at Pro-Vision Academy will receive a Super Bowl makeover for the hundreds of youth who use it for football and organized sports.



CREATING HOMES FOR THE COMMUNITY

Houston Habitat for Humanity (HHFH), in conjunction with Super Bowl LI, sponsored SuperBUILD LI to build 51 affordable homes for partner families. SuperBUILD provides affordable housing options for low to moderate income families through volunteerism. HHFH invited NFL players to visit the job sites, participate in home dedications, and celebrate with families who were able to achieve their dream of home ownership.

DEVELOPING THE NEXT GENERATION

The NFL Foundation is working with schools, coaches, and education leaders to help educate young athletes and non-athletes, boys and girls, on character building and healthy relationships through the **INSIDEOUT INITIATIVE** and **CHARACTER PLAYBOOK™**.



The InSideOut Initiative was introduced in Houston during Super Bowl week and will launch on a larger scale this spring to help inspire high school coaches, athletic administrators, and school communities to initiate individual, communal, and societal change that will reclaim sports as an educational experience. Here, former NFL player and author of *InSideOut Coaching: How Sports Can Transform Lives* Joe Ehrmann takes Houston high school coaches on an InSideOut journey to examine their own character and help develop a coach-specific character game plan for the student-athletes they coach.



AP Photo/Jeff Lewis

Character Playbook™ was launched in the Houston market at Pilgrim Academy. At the event, Texans President Jamey Rootes, Texans players Kurtis Drummond and Jeff Allen, and NFL Legend and Super Bowl champion Donald Driver discussed character development and decision-making with students. The program will be provided to 40 schools in the Houston area via a partnership between the Houston Texans, United Way of Greater Houston, and Verizon.

ENCOURAGING BUSINESS DIVERSITY

The **NFL BUSINESS CONNECT** program creates contracting opportunities for local business owners in Super Bowl host communities. To qualify, businesses must be 51% owned by a minority, woman, disabled veteran, or a lesbian, gay, bisexual, and/or transgender individual.

This year, more than 400 Houston businesses representing 50 vendor categories participated in the 18-month long NFL Business Connect program, which is designed to create Super Bowl LI contracting opportunities for experienced, diverse local business owners.

KEEPING HOUSTON GREEN

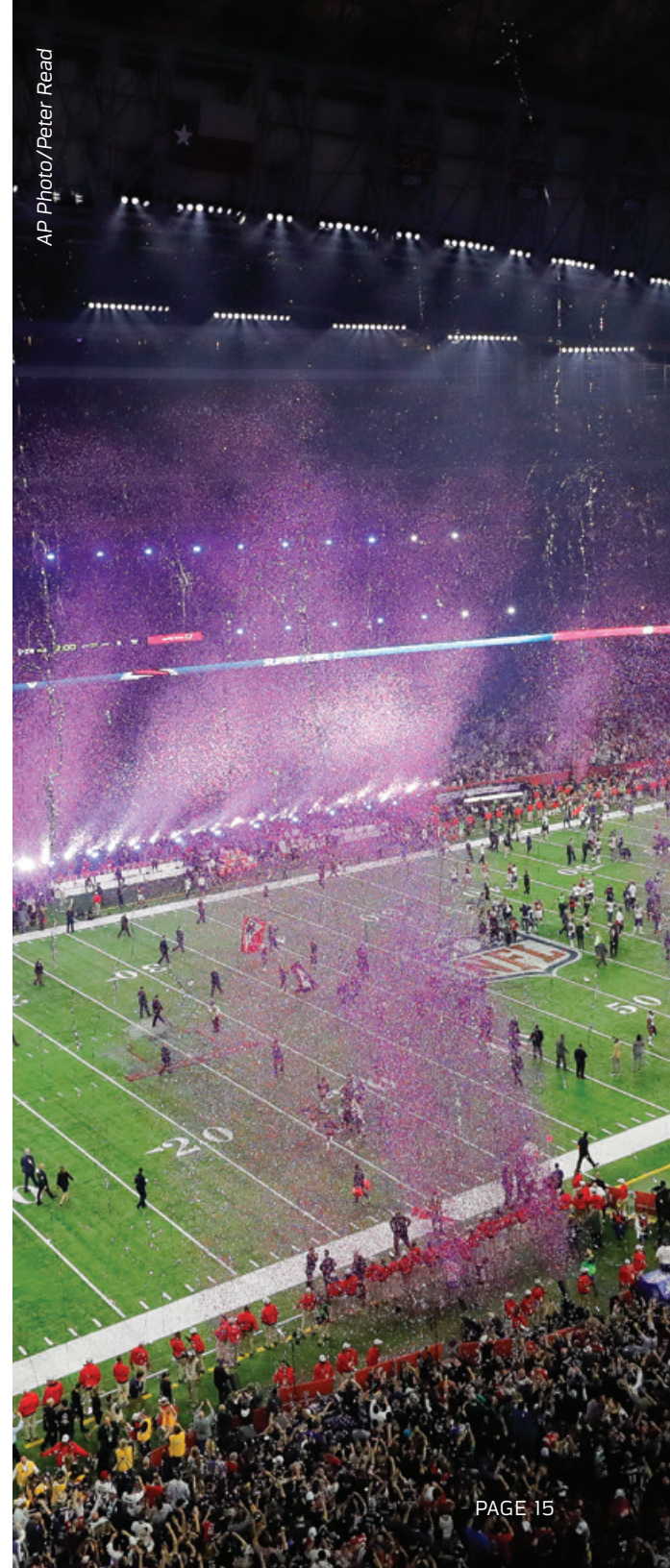
The NFL and the Houston Super Bowl Host Committee developed a series of initiatives to reduce the environmental impact of the Super Bowl, planting the seeds of an enduring positive legacy:

- ▲ **The Bastrop Reforestation Project** restored 12,000 trees at the site of Texas' worst wildfire near Bastrop State Park. The NFL, Verizon, Arbor Day Foundation, and TreeFolks joined in this effort to plant loblolly seedlings to accelerate recovery of the Lost Pines ecosystem through reforestation.
- ▲ **Building materials, décor, fabric, carpeting, and sign materials** were donated to local organizations for reuse, repurposing, and remanufacturing.
- ▲ **E-Waste Recycling** with Verizon and the city of Houston rallied residents for responsible disposal of electronic items.
- ▲ **Extra prepared food** from Super Bowl events was recovered in partnership with the Houston Food Bank and local nonprofit organizations to provide meals for shelters, missions, soup kitchens, and other community programs.

- ▲ **“Green” energy** was used to power major Super Bowl event venues throughout Houston including NRG Stadium, the George R. Brown Convention Center, and the hotels being used by the NFC and AFC teams and by the NFL Super Bowl staff. NRG provided renewable energy certificates (RECs) equivalent to electricity usage at these facilities to mitigate the climate impact of energy emissions.
- ▲ **The importance of pollinators** was stressed as a new pollinator garden was debuted at the Houston Zoo. Houston is in the flyway for numerous pollinators as they journey from Canada to Mexico and provides a key resting stop.
- ▲ **The Super Bowl LI Urban Forestry Project**, a partnership between the NFL, Verizon, the Houston Super Bowl Host Committee, and Trees for Houston, made urban forestry grants available to numerous local organizations. Urban tree plantings and other “greening” projects were implemented throughout the host city.
- ▲ **Super Kids - Super Sharing** encouraged the donation of tens of thousands of books, school supplies, games, and pieces of sports equipment to low-income schools and youth programs throughout the region.

SERVING THE HUNGRY

With more than 275 million meals served and more than \$25 million in funds raised since 1992, **TASTE OF THE NFL** is a power player in hunger relief, hosting events across the nation to benefit food banks in all 32 NFL cities. The organization celebrated its 26th anniversary at Super Bowl LI with its Party with a Purpose® event, hosted by celebrity chefs Alex Guarnaschelli and Richard Blais.



AP Photo/Peter Read

CREATING A LEGACY IN ORLANDO

The **2017 PRO BOWL PRESENTED BY AQUAFINA** united the football community in Orlando, bringing together the NFL's best and the next generation of players on and off the field. From NFL FLAG football games to PLAY 60 clinics, tree plantings to field refurbishments, thousands of local residents, children, and their families experienced the positive impact and community spirit of Pro Bowl.

As part of this effort, the NFL Foundation awarded a grant to **LIFT ORLANDO** to fund the refurbishment of a multi-purpose NFL PLAY 60 field at Lake Lorna Doone Park. The NFL Foundation is partnering with LIFT Orlando and Florida Citrus Sports on this project to create additional spaces for local youth to get active and PLAY 60.

During Pro Bowl week, the NFL also hosted an event with the **YOU CAN PLAY PROJECT**, an organization dedicated to ensuring equality, respect, and safety for all athletes, without regard to sexual orientation and/or gender identity. At the event, students selected by You Can Play joined NFL players for a conversation on inclusion in sports, facilitated by former NFL player and You Can Play Project Executive Director Wade Davis.

PRO BOWL COMMUNITY GRANTS

In order to recognize the many years the Pro Bowl was held in Hawaii, the NFL and NFL Foundation continue to support youth in the state of Hawaii, providing \$100,000 in grants to Hawaii-based nonprofit organizations.



During Pro Bowl Week, NFL players participated in several community events with local nonprofit organizations, including a **SPECIAL OLYMPICS** flag football game. The NFL and Special Olympics kicked off their expanded partnership in Orlando, hosting a flag football game where NFL players coached Special Olympics athletes. The partners are working together to build inclusive communities and provide opportunities for athletes of all abilities to participate in sports through the expansion of Special Olympics Unified Sports flag football.



During **Pro Bowl** week, the NFL and Special Olympics kicked off their official partnership by hosting a Special Olympics Unified Sports flag football game. (AP Photo/Doug Benc)



A tree planting service project took place at Lake Lorna Doone Park as a part of an NFL Foundation funded field refurbishment project in partnership with LIFT Orlando and Florida Citrus Sports. (AP Photo/Logan Bowles)



The NFL hosted several NFL PLAY 60 clinics during **Pro Bowl** week. (AP Photo/Willie J. Allen Jr.)

EVENTS WITH IMPACT



At the 2016 NFL **Kickoff** presented by Hyundai, the NFL celebrated its 50-year partnership with the USO, announcing a \$5 million commitment to support new USO programming, center expansion, and renovations. (AP Photo/David Zalubowski)



NFL **PLAY 60** was celebrated during the NFL's **International Series Games** in London and Mexico City this fall. Students were introduced to American football and were reminded of the importance to play for 60 minutes every day. Pictured above is Odell Beckham Jr. with students at a **PLAY 60** event.



At the 2016 NFL **Kickoff** presented by Hyundai, the NFL teamed with Fuel Up to Play 60, the Denver Broncos, National Dairy Council, and the National Foundation on Fitness, Sports and Nutrition to host a Hometown Grant event at Allendale Elementary School in Arvada, CO, and present the school with a \$10,000 Hometown Grant and \$30,000 in additional sports equipment and resources. (AP Photo/Shane Sitter)



At the 2016 NFL **Draft** in Chicago, Commissioner Roger Goodell and United Way President and CEO Brian Gallagher announced the national launch of Character Playbook™, the newest element of their 42-year partnership at Chicago's Ariel Elementary Community Academy, surrounded by more than 600 students. (AP Photo/Matt Marton)



CONTINUING TO ENCOURAGE HEALTHIER COMMUNITIES

Encouraging youth to lead healthier lives represents the foundation of who we are as a league. With the support of all 32 teams, we continue to work to strive for safe and health environments for youth and athletes of all ages and abilities nationwide to pursue healthy habits. Through the NFL Foundation program grants and strong partnerships, the league continues to leverage its platform to make a difference in communities.



CELEBRATING YOUTH HEALTH AND WELLNESS THROUGH THE NFL PLAY 60 MOVEMENT

NFL PLAY 60 aims to promote the importance of a healthy lifestyle among today's youth by encouraging at least 60 minutes of physical activity every day.

Since 2007, the league has committed more than \$325 million to grants, health and fitness programming for youth, and media time for public service announcements. The NFL and its clubs have supported programs in more than 73,000 schools nationwide—giving more than 38 million children the chance to boost their activity levels.



AP Photo/Willie J. Allen Jr.



AP Photo/Willie J. Allen Jr.



AP Photo/Greg Payan

NFL PLAY 60 COMMUNITY IMPACT



ALL 32 NFL CLUBS support NFL PLAY 60 programs



MORE THAN 2,000 NFL PLAY 60 events are held annually



16 MILLION STUDENTS being more active



13 MILLION STUDENTS eating healthier



MORE THAN \$1 MILLION dollars in Fuel Up to Play 60 (FUTP60) Hometown Grant funding to date



IN 2016, 1.5 MILLION STUDENTS were reached across the country with FUTP60 NFL FLAG In-School Kits

\$7,500 in PLAY 60 Grants to parks and recreation sites in each NFL market

NFL PLAY 60 Challenge Virtual Field Trip Highlights:

Total livestream classroom views: **2,829**

Total number of students reached: **257,439**

130,000 adults enrolled and empowering youth to lead the Fuel Up to Play 60 program

Research conducted by The Cooper Institute through its NFL PLAY 60 FitnessGram® Project revealed **annual improvements in aerobic capacity** and body mass index for students participating in NFL PLAY 60 programming



FUEL UP TO PLAY 60

FUEL UP TO PLAY 60 is an in-school nutrition and physical activity program launched by the NFL and National Dairy Council, an organization founded by America's dairy farmers, in collaboration with the U.S. Department of Agriculture. The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables, and whole grains) and achieve at least 60 minutes of physical activity every day.

Fuel Up to Play 60 en Español is also available, extending resources to Spanish-speaking communities. For additional information, visit fueluptoplay60.com.



AP Photo/Willie J. Allen Jr.



THE NFL PLAY 60 CHALLENGE

THE NFL PLAY 60 CHALLENGE is a four-to-six week health-based in-school curriculum, created in partnership with the **AMERICAN HEART ASSOCIATION** (AHA). The NFL PLAY 60 Challenge encourages educators, children, and parents to integrate health and fitness breaks into daily classroom lessons in school and at home.

Recently, the NFL and AHA joined forces with Discovery Education to strengthen the reach and impact of the NFL PLAY 60 Challenge with a custom set of free digital lesson plans, videos, and interactive activities that educators, students, and parents nationwide can access to get the necessary 60 minutes or more of physical activity each day.

During the week of Super Bowl LI, the NFL and AHA, working together with Discovery Education held a free Virtual Field Trip that educators across the country could livestream in their classrooms. The Virtual Field Trip focused on the importance of healthy eating and daily physical activity while explaining the science behind the cardio that NFL players use to stay fit. For additional information, visit aha-nflplay60challenge.org.



ENCOURAGING ACTIVITY THROUGH TECHNOLOGY

Even in today's screen-based world, kids can still get their daily dose of activity, thanks to a free NFL **PLAY 60 app** created in partnership with the AHA and developed by Dreamkind.

Designed for smartphones and tablets, the app engages kids ages 6 to 14 in an "endless" runner game. Users literally run, jump, pivot, and turn in place to navigate their on-screen avatar through obstacles.

NFL PLAY 60 app by the numbers

Total downloads to date:

1,134,639

Best iPad Rankings:

#2 in Kids 9-11

#2 in Kids

#1 in Health & Fitness

Best iPhone Rankings:

#1 in Kids 9-11

#1 in Kids

#6 in Health & Fitness



GROUNDBREAKING NFL PLAY 60 LONGITUDINAL STUDY

Research conducted by THE COOPER INSTITUTE® shows positive association for health outcomes for students participating in NFL PLAY 60 programming. Longitudinal observation showed increased aerobic capacity and decreased body mass index for schools participating in NFL PLAY 60 programs compared to non-participating schools.

The study, published in the American Journal of Preventive Medicine, was based on an evaluation of longitudinal FitnessGram® data collected over four years from schools participating in the NFL PLAY 60 FitnessGram® Project. The research team worked with the NFL Foundation to establish a participatory research network of more than 1,000 schools and has monitored fitness patterns in these schools over the past four to five years.

Schools participating in the programming had significantly larger annual improvements in aerobic capacity as well as significant improvements in body mass index over time when compared to the non-programming schools. This is the first study to examine the long-term impact of prominent comprehensive school-based models, such as NFL PLAY 60, when implemented under real-world conditions.

Considering the high rate of obesity in America, coupled with the global cost of physical inactivity, reversing these trends in youth is critical. Implementing evidence-based physical activity programming, combined with FitnessGram® assessments, may help improve overall childhood health.

The project was supported by the NFL Foundation, which partnered with The Cooper Institute® to develop the NFL PLAY 60 FitnessGram® Project to evaluate and implement NFL PLAY 60 programming in schools across the country. Continuing research with this large participatory research network offers potential to continue to advance both the science and practice of physical education programming in the U.S.



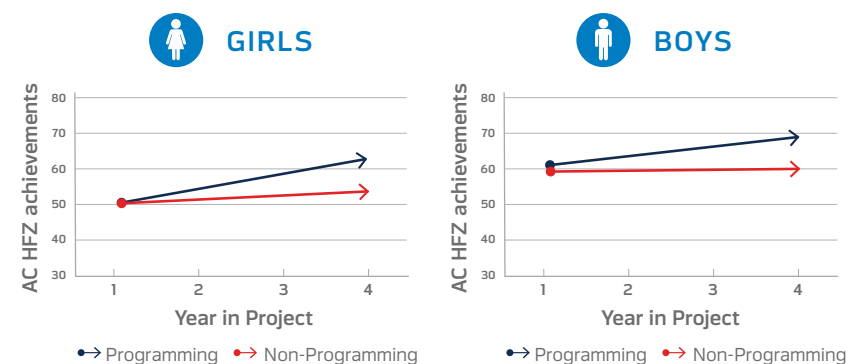
NFL PLAY 60 FITNESSGRAM® IMPACT SCHOOLS PROGRAM

The NFL Foundation has provided grant funding to The Cooper Institute® since 2009 to support the NFL PLAY 60 FitnessGram® Project, which has brought resources and tools to thousands of schools across the country to promote and assess physical activity and health-related fitness in youth. In an effort to deepen engagement and further enhance positive health outcomes, The Cooper Institute® created the NFL PLAY 60 FitnessGram® Impact Schools initiative, which provides elevated activity promotion opportunities to select schools across the 32 NFL markets. The initiative is funded by the NFL Foundation, and currently 68 new schools have been identified as Impact Schools for the 2016-2017 school year. Each of these schools receive special instruction and resources related to implementation of the Fuel Up to Play 60, NFL FLAG, PLAY 60 Challenge, and FitnessGram® programs. Insights gained from evaluation of Impact Schools will help further expand the effectiveness of the NFL PLAY 60 programs to try to help more children lead healthier, active lives.

NFL PLAY 60 FITNESSGRAM® PROJECT

The Cooper Institute®

The graphs below illustrate the improvements observed in students' aerobic capacity (AC) in schools that implemented programming versus schools that did not during the study period.





AP Photo/Doug Benc

PROVIDING OPPORTUNITIES FOR ALL



SPECIAL OLYMPICS PARTNERSHIP

The NFL and Special Olympics have teamed up to provide opportunities for athletes of all abilities to 'PLAY 60' through the expansion of Special Olympics Unified Flag Football. The partnership between the NFL and Special Olympics promotes awareness, respect, and inclusion of Special Olympics athletes.

NFL Foundation funding will be used by Special Olympics to:

- ▲ Fund Special Olympics Unified Sports®, which builds inclusive communities by enabling people with and without intellectual disabilities to play on the same team
- ▲ Support 11 Special Olympics programs in Massachusetts, New Jersey, North Carolina, Colorado, northern California, Illinois, Pennsylvania, Kansas, Texas, Washington, and Virginia
- ▲ Increase the collective participation of athletes, partners, and coaches in Special Olympics flag football

The NFL and **SHRINERS HOSPITALS FOR CHILDREN** continue to work together to present opportunities for athletes of all abilities by providing a free NFL PLAY 60 All-Ability Guide.

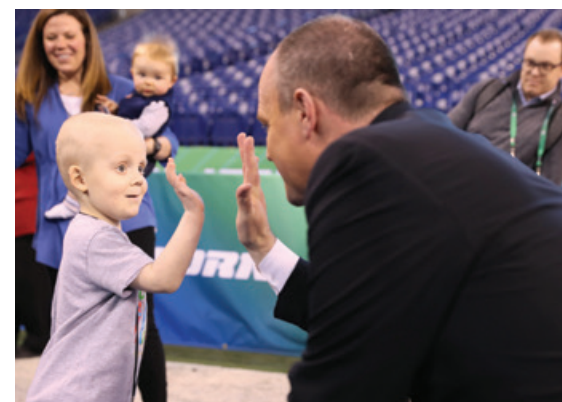


This guide includes adaptive activities to help those with different physical abilities live an active lifestyle so that no child is left on the sidelines.

To download or learn more about

the NFL PLAY 60 All-Ability Guide, visit NFLRUSH.com/play60/partners.

NFL PLAY 60 is the "Official Champion of Play" at St. Jude Children's Research Hospital®, the global leader in finding cures and saving children with cancer and other life-threatening diseases. Since 2012, the NFL has helped St. Jude patients and families cope with serious illnesses through play therapy and peer interaction. This partnership has raised support and awareness for the lifesaving mission of St. Jude and given patients unique experiences at various NFL events, including the NFL Draft and NFL Scouting Combine through NFL Network's Run Rich Run campaign.



St. Jude patient, Grayson Walworth, greets NFL Network's Run Rich Run host, Rich Eisen, during the 2017 NFL Scouting Combine at Lucas Oil Stadium on Sunday, March 5, 2017, in Indianapolis. (AP Photo/Ben Liebenberg)

NFL PLAY 60 SUPER KID

The **NFL PLAY 60 SUPER BOWL CONTEST PRESENTED BY DANIMALS** is now in its tenth year. Kansas City Chiefs fan and Olathe, Kansas, native Sophia Schneider is this year's NFL PLAY 60 Super Kid. She had the honor of handing the game ball to a game official moments before kickoff of Super Bowl LI. Young fans nationwide entered the NFL PLAY 60 Super Bowl Contest presented by Danimals on NFLRUSH.com. Schneider, who is a Fuel Up to Play 60 state ambassador, pledged to be active for 60 minutes a day and submitted a video showcasing her passion for football and eating healthy.



HOMETOWN HUDDLE

Now in its 43rd year, the **NFL-UNITED WAY** partnership connects NFL PLAY 60 with United Way's goal to get more young people healthy and active. United Way, which is established in more than 1,200 communities across America, is creating healthier communities by increasing access to nutritious foods, creating more opportunities for physical exercise and play, and raising awareness about the benefits of living healthier lifestyles. For additional information, visit unitedway.org/nfl.

The **YOUTH FITNESS ZONE** initiative—which funds new playgrounds, gymnasium refurbishments, activity trails, and interactive fitness technology installations—brought its total number of projects to more than 200.

The NFL, NFL Network, and the National Recreation and Park Association (NRPA) worked together to continue the **NRPA AFTER SCHOOL KICKOFF GRANT** program. Twelve local recreation sites have received grants to date—support that is helping more than 220,000 youth lead more active, healthy lifestyles.



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 Character 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. Since the inception of NFL PLAY 60 Character Camps in 2012, more than 60 camps have taken place, impacting more than 20,000 youth across the country.



CONTINUING THE FIGHT AGAINST CANCER

The NFL and the **AMERICAN CANCER SOCIETY** (ACS) have a longstanding partnership that is committed to saving lives from breast cancer and addressing the unequal burden of cancer in underserved communities.

Since 2009, nearly \$17 million has been raised for ACS through the partnership, with the majority of the contributions coming from the sale of game-used and game-issued pink items that are featured on the NFL Auction website (nfl.com/auction). Additionally, the NFL, NFL Players Association, and the American Cancer Society team to support National Breast Cancer Awareness Month in October with **A CRUCIAL CATCH: SCREENING SAVES LIVES**.



A CRUCIAL CATCH: SCREENING SAVES LIVES

The campaign reminds women of the importance of mammograms. Funds raised support the *American Cancer Society Community Health Advocates Nationwide Grants for Empowerment* (CHANGE) program that provides outreach, education, navigation, and breast cancer screening exams to women in underserved communities. In 2016, once again all 32 NFL team markets received a \$50,000 CHANGE grant. Since 2012, these community partners have provided more than 344,000 outreach and education engagements and have contributed to more than 152,000 breast cancer screenings provided at low or no cost. On October 25, 2016, CHANGE grant recipients, the ACS, and the NFL celebrated A Crucial Catch Day. All 32 grant recipients, with NFL team support, hosted education sessions and/or screenings.

Beginning in 2017, the NFL and ACS will expand this life-saving partnership. In conjunction with all 32 NFL teams, the league and ACS will launch an evolved platform with an even broader focus on cancer prevention and early detection across multiple cancers. For additional information, visit NFL.com/pink.



AP Photo/David Goldman



GETTING AN EDGE ON PROSTATE CANCER

The Urology Care Foundation and the NFL have teamed up for an eighth season to raise awareness about prostate cancer through the **KNOW YOUR STATS**® campaign. Prostate cancer is the second most-common cancer in men in the United States, with approximately 161,000 new cases estimated to be diagnosed this year. About one in seven men will be diagnosed with prostate cancer; however, the odds increase to one in five for African-American men.

Mike Haynes, widely recognized as one of the game's all-time greatest defensive backs, is a campaign spokesperson and prostate cancer survivor. Haynes, a Pro Football Hall of Fame member, travels the country with other NFL Legends to drive home the message of prostate health awareness and to raise funds for prostate cancer research. The Urology Care Foundation and the NFL continue to build on a relationship that started in 2007, when the NFL began implementing prostate cancer screenings for retired players. For additional information, visit KnowYourStats.org.





NFL FOUNDATION

The National Football League Foundation is a nonprofit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country. The NFL Foundation represents the 32 NFL clubs and supports the health, safety, and wellness of athletes, youth football, and the communities that support our game.

Whether it's promoting new youth and high school football safety standards, encouraging active, healthy living, supporting players' philanthropic efforts, or promoting character education training and programming for young athletes and students alike, the NFL Foundation's impact extends well beyond the game.

PROMOTING POSITIVE CHARACTER

Investing in youth education and social and emotional wellness is a priority area for the NFL Foundation, which has committed more than \$4 million in funding for character education initiatives. This includes the InSideOut Initiative, currently underway in Colorado and Texas and expanding in 2017 to Ohio, California, and several other states and NFL markets to reject a win-at-all-costs high school sports culture in favor of one that defines and promotes sports as an opportunity for personal growth and promotion of leaders who model excellent character on and off the field. The InSideOut Initiative helped coaches impact more than 1 million student athletes last year.

Positive character, core values, and healthy relationships are the focus of **Character Playbook™**. The program launched at the 2016 NFL Draft in



The digital course comprises six interactive modules that support positive character development, social-emotional learning, and healthy relationships for grades 7-9. Character Playbook™ is the first online program of its kind that helps students develop the skills and strategies necessary to navigate complex decisions and relationships. It covers topics such as character education, communicating effectively, understanding and managing emotions, and resolving conflicts.

Chicago and is already active in more than 466 schools and rolling out in all 32 NFL markets by 2017, with major launch events at schools with players and clubs.



AP Photo/Branden Camp

COACHING BOYS INTO MEN

In 2016, the NFL Foundation awarded a \$100,000 grant to **FUTURES WITHOUT VIOLENCE**, a nonprofit organization that empowers individuals and communities to end violence against women and children around the world through its groundbreaking programs, policies, and campaigns. The grant award will be used to implement a **FUTURES' COACHING BOYS INTO MEN** program in Hawaii with the core goal of teaching male student athletes healthy relationship and character-building skills, respect for women and girls, and that violence never equals strength. The program will help engage football and athletic coaches and enhance their ability to address issues of relationship abuse and sexual violence head on with their student athletes while also instructing teams on what it takes to be successful in the game and in relationships on and off the field.

INSIDEOUT INITIATIVE

PILOT-YEAR 1



83 SCHOOLS

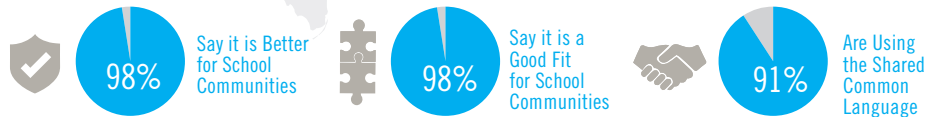
93 SCHOOLS

The first year impact of the Initiative in Colorado and Texas is illustrated below. Ongoing evaluation activities are investigating the degree to which the Initiative is accomplishing the following 3 goals.

Evaluation of the InSideOut Initiative: A Blueprint for Systemic Change in Education-Based Athletics



1 Aligns Communities

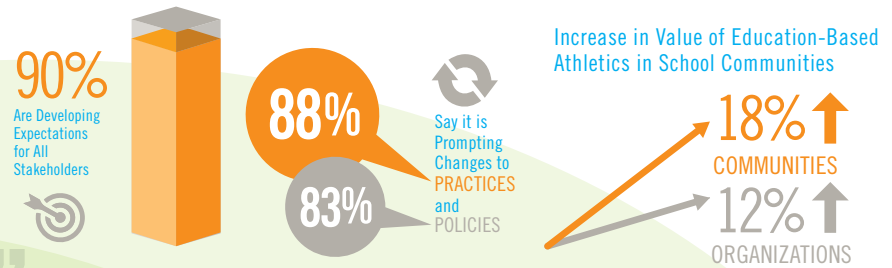


“The Initiative has become an integral part of our vocabulary. We start every conversation with, ‘What are we teaching and what are our students learning from this experience?’ The Initiative is changing the conversation about the value and purpose of high school sports in Colorado. – PAUL ANGELICO, COMMISSIONER, CHSAA”



2 Establishes Support

“I think it's a critical program that's needed to change the culture from ‘win-at-all-costs’ to more of a transformational type of coaching and education-based athletics. We feel like coaches can make a difference. They can stand in the gap, and they've got a real opportunity to make a difference. We just need to give them the tools to do it with. We need to start that conversation. – D.W. RUTLEDGE, EXECUTIVE DIRECTOR, TEXAS HIGH SCHOOL COACHES ASSOCIATION (THSCA)”



3 Prepares & Empowers



“The weekly lessons provided by the Initiative have been a positive addition to our athletic classes and teams. This week's lesson, ‘Three Realities of a Great Team’ was perfect for my volleyball team this week! Covering the lesson during our pregame had the girls believing in themselves, understanding their roles on the team and how important each one of them is for us to reach our potential. – COACH RHONDA ONLEY, ARLINGTON, TX”

IMPACT – ARLINGTON, TEXAS





USA FOOTBALL

The NFL Foundation is a strong supporter of youth football, flag football, and the broad efforts to help the youngest players learn proper fundamentals, be active, have fun, and, most importantly, stay safe. The NFL Foundation made a five-year, \$45 million commitment to USA Football, the sport's national governing body and a member of the U.S. Olympic Committee, to support the development, participation, safety, and values of football through a variety of programs across all levels of the game.

USA Football's **Heads Up Football** program continued to grow in 2016. This educational outreach program, supported by a grant from the NFL Foundation, strives to improve player safety for youth and high school players by training and certifying coaches on safety fundamentals; teaching proper tackling techniques; appointing Player Safety Coaches for every youth league to enforce safety protocols; ensuring proper equipment fitting; and teaching coaches, parents, and players how to recognize and respond to injuries, including concussions. In February 2015, USA Football released new youth tackle football practice guidelines, which have been endorsed by leading medical organizations. These include clear definitions of contact and time limits on full player-to-player contact. 32 state athletic associations have endorsed the program, including 18 additional state associations and organizations making endorsements in 2016.

YOUTH AND HIGH SCHOOL AMBASSADORS

The NFL Youth and High School Football Ambassador program was created to help grow the game of football by increasing the number of kids playing. NFL veterans are the game's greatest champions. Ambassadors attend various events in their communities (team banquets, practices, clinics, awards ceremonies, etc.) and discuss values learned from the game and the importance of safer play through Heads Up Football.



NFL FLAG POWERED BY USA FOOTBALL

In 2016, the NFL Foundation contributed \$1 million to support **NFL FLAG Powered by USA Football** to help fund NFL FLAG Essentials Kits in schools. The program is implemented in nearly 8,500 schools nationwide, impacting more than three million students. In addition, more than 1,500 physical education teachers have received in-person NFL FLAG training and curriculum.

PLAYER CARE FOUNDATION: SUPPORTING OUR PLAYERS FOR LIFE

Player fines collected by the NFL go to two nonprofit organizations that assist former NFL players with services, including more than 4,400 free health screenings at venues like the Hall of Fame and Super Bowl LI and \$11.4 million in emergency financial assistance since 2007. The Player Care Foundation provides retired players with support for medical, emotional, financial, social, and community issues. The Gene Upshaw Players Assistance Trust assists former players facing financial hardship due to unforeseen crises and unaffordable medical situations. The trust also helps former players finish their undergraduate degrees to provide transitions into the workforce.

AP Photo/Scott Boehm



GRANTS



GRASSROOTS
Field Grant Program in partnership with LISC

NFL FIELD GRANTS

Creating access to safe places for athletes to practice and play is a priority for the league. The NFL Foundation provides funds through **CLUB MATCHING FIELD GRANTS**, to create or refurbish youth football fields and stadiums in team markets. Additionally, the **NFL FOUNDATION GRASSROOTS PROGRAM**, a partnership between the NFL Foundation and the Local Initiatives Support Corporation, provides grants to neighborhood-based, nonprofit youth organizations and high schools to improve the quality, safety, and accessibility of football fields in underserved areas.



MORE THAN \$43 MILLION

in NFL Foundation Grassroots grants has supported the creation or refurbishment of 322 fields nationwide since 1998.

“These field refurbishments ensure athletes have a safe place to come together, play with friends, and enjoy the many benefits sports offer.”

—NFL Commissioner Roger Goodell

ACTIVATING YOUTH THROUGH COMMUNITY CLUB GRANTS

The NFL Foundation supports the 32 clubs’ nonprofit foundations by providing the opportunity for matching funds. Clubs activate youth and high school programming year-round with the grant dollars and have made significant investments in their local communities through field refurbishments, increasing athletic trainer access, and supporting the game at all levels. All youth football leagues that benefit from funding must participate in the health and safety instruction and protocols of Heads Up Football.

The NFL Foundation also provides more than \$2 million annually through TEAM PROGRAM GRANTS to help NFL teams support volunteer activities like Hometown Huddle events, NFL PLAY 60 community initiatives, and the building of Youth Fitness Zones.



In 2016, the NFL Foundation provided additional funds to NFL club foundations to support Social Responsibility grants in order to help clubs enhance and expand programming around societal issues, such as domestic violence, sexual assault, DUIs, and character/healthy relationships education. The NFL Foundation also expanded funding and support to broaden partnerships between NFL clubs and local nonprofit organizations that support breast cancer awareness and military initiatives.

NFL PLAYERS GIVE BACK TO THE GAME THEY LOVE

The NFL Foundation provides more than \$1.5 million annually through its **NFL PLAYER MATCHING YOUTH AND HIGH SCHOOL FOOTBALL GRANT PROGRAM** and **NFL YOUTH FOOTBALL CAMP GRANT PROGRAM** to help players give back to the game they love. This funding provides matching grants to more than 100 current and former players who contribute financially or serve as coaches in youth leagues and high schools around the country. Youth Football Camp Grants support free, non-contact football camps with coaches who have completed an online education course on injury prevention, heat and hydration practices, and concussion awareness.



Last year, more than **60,000 YOUTH** participated in youth football camps supported by the NFL Foundation.

PLAYER FOUNDATION GRANTS support the charitable and community service activities of current and former NFL players who have either established their own nonprofit foundations or work full-time with a registered 501(c)(3) nonprofit.

In 2016, the NFL Foundation awarded **\$825,000** in grants to **87 PLAYER FOUNDATIONS**, benefiting more than **500,000** individuals across the country.

Impact areas included education and youth literacy, substance abuse prevention and assistance, medical care, clean water access, health, nutrition, and fitness.

SUPER BOWL HIGH SCHOOL HONOR ROLL

This NFL Foundation grant program recognizes the high schools that have contributed to Super Bowl history by providing them with the

opportunity to apply for up to \$5,000 in grant funding to support their football programs. The program is part of the NFL's Super Bowl outreach initiative, whereby high schools received a commemorative golden football produced by Wilson for every head coach and player determined by the club roster in the previous year's Super Bowl. The head high school football coaches also receive the InSideOut Coaching Character curriculum and workbook created by NFL Legend and InSideOut Initiative founder Joe Ehrmann.



To date, the NFL Foundation has invested more than **\$1 MILLION** in the program via grant funding and character education resources to nearly **450 SCHOOLS** in the U.S. and Canada.



HIGH SCHOOL COACH EMPHASIZES CHARACTER OFF THE FIELD

A great coach is instrumental to team success at every level. Each year, the NFL and its 32 clubs recognize exceptional high school coaches through grants and recognition

programs throughout the season, culminating with each club nominating a weekly winner for the **NFL DON SHULA HIGH SCHOOL COACH OF THE YEAR**. This year's winner was Randy Allen of Highland Park High School in Dallas, Texas. Nominated by the Dallas Cowboys, Coach Allen was one of two high school football coaches selected as finalists from a group of coaches nominated by NFL teams. As the national Shula Award Winner, Allen will receive \$25,000 from the NFL Foundation, \$15,000 of which will go to his high school's football program. Allen attended Super Bowl LI and walked the red carpet at NFL Honors, the night before Super Bowl LI.

"Randy is someone that I respect and admire greatly. He is a man who understands the fundamental responsibility of being a high school football coach—and that is to build character and shape young lives," said Dallas Cowboys Owner, President, and General Manager Jerry Jones. "He teaches integrity and life lessons as well as he does the X's and O's, and he is very successful builder of character."

The announcement was made during the 2017 Pro Bowl on ESPN. For the first time ever, all 32 Don Shula Award nominees were invited and recognized during the NFL's week-long celebration of football at the Pro Bowl in Orlando.

HEALTH AND SAFETY SUPPORT GRANTS

Athletic Trainer Grants:

Athletic trainers can have a significant positive impact on the health of student-athletes, including lower injury rates, fewer recurrent injuries and improved diagnosis, and return-to-play decisions for concussion and other injuries, according to a recent study by the American Academy of Pediatrics. Yet, nearly two-thirds of high schools currently do not have a full-time athletic trainer at their school.

This past fall, the NFL Foundation, in collaboration with Gatorade, the National Athletic Trainers' Association (NATA), the Korey Stringer Institute (KSI), and the Professional Football Athletic Trainers Society (PFATS), launched a pilot program to provide funding to public high schools with football programs that have limited or no access to an athletic trainer. This program is an expansion of the athletic trainer initiatives developed and implemented by the NFL Foundation and its partners over the past two years.

The NFL Foundation will award up to 150 grants to high schools in the four pilot states of Arizona, Illinois, Oklahoma, and Oregon. Each grant will be in the amount of \$35,000 awarded over a three-year period to fund an athletic training program. The Korey Stringer Institute will lead the administration of the grant program and conduct research to assess the impact of the pilot program and the effect of athletic trainers on student athlete health outcomes.



150 GRANTS
TO HIGH SCHOOLS
OF \$35,000

This pilot program builds on the NFL Foundation's athletic trainer grant program established two years ago to help NFL teams increase access to athletic trainers in their communities.



22 NFL CLUBS HAVE
UTILIZED THESE GRANTS
TO SUPPORT LOCAL
SCHOOLS & LEAGUES

This program has underscored the need for funding for athletic trainers and provided useful insight into potential methods of addressing this need.

Additionally, the NFL Foundation, NATA, Gatorade, and PFATS awarded \$750,000 in grants last spring following the launch of a national grant contest to expand access to athletic trainers in underserved high schools and improve youth athlete safety. Fifteen high schools across the country each received a \$50,000 grant to develop athletic training programs that will provide nearly 5,000 student athletes with consistent access to this valuable resource. The winning schools were announced at the 7th Annual Youth Sports Safety Summit, hosted by the NATA and the Youth Sports Safety Alliance.

BACK TO SPORTS

The NFL Foundation continued its partnership with the American Heart Association (AHA) in 2016 to help promote the importance of physical activity and safer sport participation among youth through the **BACK TO SPORTS** program. This NFL Foundation-funded initiative awarded 100 mini-grants to athletic trainers nationwide to deliver important sports safety

“The NFL is committed to enhancing the safety of football at all levels. We are proud of the important work that athletic trainers do on the sidelines and in training facilities nationwide. We look forward to testing this pilot program as part of our effort to increase access to athletic trainers in local communities and improve sports safety for many more young athletes.”

—NFL Commissioner Roger Goodell

information to their communities. Back to Sports content and curriculum are developed by the AHA, along with experts at the U.S. Centers for Disease Control and Prevention, the Korey Stringer Institute, and the NATA and focus on concussion awareness, prevention of heat-related illnesses and dehydration, sudden cardiac arrest and proper response, and the prevention of overuse injuries.

CONTINUING MEDICAL EDUCATION



The NFL Foundation provides funding to support continuing medical education and research for the prevention, diagnosis, and treatment of concussions and other injuries. This includes:

- ▲ **A \$2.5 million contribution to the University of Washington School of Medicine's first-of-its-kind Sports Health & Safety Institute**, which is committed to research, education, and advocacy for prevention, treatment of sports-related concussions, and other critical areas of athlete health. The NFL's relationship with UW Medicine dates back to the conceptualization of the Zackery Lystedt Law that regulates athletes' return-to-play protocols in Washington state. The law was inspired by the personal story of Zackery Lystedt, a teenage football player who returned to play after suffering a head injury in a football game. The NFL advocated for the passage of similar youth sports concussion prevention laws across the country leading to their adoption in all 50 states.

- ▲ **A three-year \$600,000 grant** awarded to the International Concussion and Head Injury Research Foundation to fund research into the potential long-term effects and risk factors associated with concussion in high-impact sports, including horse racing.
- ▲ **A \$75,000 grant to the Emergency Medicine Foundation** to provide a free online course for emergency physicians about concussion assessment and management.
- ▲ Continued work with the Korey Stringer Institute through **a three-year, \$300,000 grant** to promote and execute the NFL's health and safety priorities and initiatives within youth sports.

DISASTER RELIEF



The NFL Foundation allocates disaster relief funding each year to support a wide range of activities, from immediate recovery and relief efforts with the American Red Cross and other nonprofits and the refurbishment of athletic fields, to partnering with USA Football on football equipment donations to youth and high school football organizations in recovering areas.

- ▲ The NFL Foundation and the NFL's three Florida-based teams – the Jacksonville Jaguars, Miami Dolphins, and Tampa Bay Buccaneers – united to support the victims' families and survivors of the Pulse nightclub shooting in Orlando by contributing \$400,000 to the OneOrlando Fund. The nonprofit was formed by Orlando Mayor Buddy Dyer to directly support victims' families and survivors.

“Our City has just begun to recover from the impact of the Pulse tragedy. The support of partners like the NFL and the NFL’s three Florida-based teams sends a signal to our City that we are not in this alone. The money we are raising will provide a way to help us respond to the needs of our community, now and in the time to come. Words cannot begin to express how grateful we are for the outpouring of support from across the globe.”

— Orlando Mayor Buddy Dyer

DISASTER RELIEF CONTINUED

- ▲ The New Orleans Saints and the NFL Foundation provided financial and volunteer support to the American Red Cross and other Louisiana-based nonprofits following the historic flooding there that was billed as the worst natural disaster in the U.S. since Superstorm Sandy. Additionally, \$500,000 raised from the sale of 2016 NFL Color Rush jerseys was donated to the NFL Foundation for youth and high school football equipment and field needs in affected areas of Louisiana.
- ▲ The NFL Foundation pledged a minimum of \$300,000 to aid in international and domestic relief efforts in areas affected by Hurricane Matthew. This included contributions to the Salvation Army and UNICEF to support relief efforts in Haiti, the Bahamas, and other impacted areas in the Caribbean; the American Red Cross to support relief efforts in the southeastern U.S. including Florida and the Carolinas; and USA Football to help replace youth and high school football equipment and uniforms in impacted communities in the U.S.
- ▲ The Tennessee Titans and NFL Foundation contributed a total of \$100,000 to support the Dollywood Foundation's My People Fund following the November 2016 Tennessee wildfires. The My People Fund provides \$1,000 each month for up to six months to Sevier County families who lost their homes in the wildfires.
- ▲ The Arthur M. Blank Family Foundation and the NFL Foundation each committed \$25,000 to the American Red Cross of South Georgia to aid in the aftermath of storms that ravaged through southern Georgia in January 2017, killing at least 15 people.



AP Photo/Chris Tilley

NFL FOUNDATION ADDS TWO NEW MEMBERS TO BOARD

In 2016, the NFL Foundation appointed Susie Spanos, philanthropist and wife of Los Angeles Chargers Chairman Dean Spanos, and Steve Tisch, New York Giants Chairman and Executive Vice President, to its board of directors.

Both Spanos and Tisch have a deep dedication to philanthropy and join Chairman Charlotte Jones Anderson, Executive Vice President and Chief Brand Officer of the Dallas Cowboys; Michael Bidwill, President of the Arizona Cardinals; Kim Pegula, owner of the Buffalo Bills; Arthur J. Rooney II, President of the Pittsburgh Steelers; and Leonard Wilf, owner of the Minnesota Vikings, on the NFL Foundation Board.

To find out additional information about the NFL Foundation, its Board members, and its grant programs, visit nflfoundation.org and follow us on twitter [@NFLFoundation](https://twitter.com/NFLFoundation).

NFL AUCTION

There is only one place to bid on exclusive Super Bowl packages and guaranteed-authentic signed and game-used items from NFL teams and players: NFL.com/auction.

Over the past five years, **NFL Auction** has donated more than \$5 million to NFL and team charities and nonprofits. The NFL does not retain any profits from the sale of items through NFL Auction.

NFL Auction has played a key role in raising money for the NFL's breast cancer awareness



AUCTION

and military appreciation campaigns. Game-used pink and camouflage items are featured on the site so that money can be raised for the league's charitable partners.

For additional information or to place a bid, visit nfl.com/auction.





Insider Images Photo/Andrew Kelly

COMMITTED TO A STRONGER SOCIETY

As America's most popular professional sports league, the NFL takes its position of leadership seriously.

Among its players and personnel, the league strives to reflect the changes it wishes to see across society as a whole. This work includes educational programs focusing on domestic violence, sexual assault, substance abuse, and character education, as well as initiatives to increase diversity and inclusion in the league and its 32 NFL clubs.

The NFL continues to use its unique stage to support causes and address topics that affect millions of lives.

My Cause My Cleats

EVERY CLEAT TELLS A STORY

For the first time during the 2016 season, NFL players had the chance to share the causes that are important to them as part of the NFL's **MY CAUSE MY CLEATS** campaign. The initiative, a culmination of 18 months of collaborative work between the NFL and players across the league, also included an online storytelling platform, in partnership with *The Players' Tribune*. Throughout the season, participating players worked with *The Players' Tribune* to tell the stories behind their cleats via long-form features and profile cards.

More than 500 players showcased their causes on-field during games, and many worked directly with Nike, Under Armour, and Adidas to design their cleats.

In addition, players had the opportunity to raise funds for the cause of their choosing by auctioning their cleats off at **NFL Auction**, where the NFL is donating all funds to charities selected by players. To date, cleats from the *My Cause My Cleats* campaign, including pairs from Dallas Cowboys quarterback Dak Prescott and Tampa Bay Buccaneers wide receiver Mike Evans, sold on NFL Auction, have raised more than \$65,000 for players' causes, with more cleats being auctioned every week.



MORE THAN
500 PLAYERS
showcased their causes
on-field during games

ALL FUNDS
RAISED ON
NFL AUCTION
are being donated
to charities selected
by players

Tennessee Titans wide receiver Tajae Sharpe wears special cleats as part of the NFL's "My Cause, My Cleats" campaign before an NFL football game against the Denver Broncos, Sunday, Dec. 11, 2016, in Nashville, TN. (AP Photo/Mark Zaleski)

ONGOING EDUCATION AND OUTREACH

The NFL is committed to addressing social issues, including domestic violence, sexual assault, safe firearm storage, and driving under the influence. Together with experts and advisors, the league educates its staff, teams, players, and the public about these important issues, and identifies steps that can prevent them before they occur. During the 2016 season, all NFL and team employees and personnel – more than 6,000 in total – participated in year three of social responsibility education. These mandatory sessions included a focus on the importance of ‘active bystanders’ on the issues of domestic violence and sexual assault (DV/SA), as well as segments on DUI and firearm safety.

YEAR THREE education is available to the public online via: www.brainshark.com/NFLE/NFLDVSA17P

The prior two years of social responsibility education are available via the following links:

YEAR TWO: A firsthand look at the impact of family violence and sexual assault on the lives of victims and survivors. www.brainshark.com/NFLE/NFLDV2

YEAR ONE: A baseline education on domestic violence, sexual assault, and child abuse. www.brainshark.com/NFLE/NFLDV



6,000 TEAM EMPLOYEES & NFL PERSONNEL

participated in year three of social responsibility education.

The league has also incorporated domestic violence and sexual assault prevention sessions into programming for all rookies.

NFL representatives continue to meet with employees of local DV/SA organizations in conjunction with major NFL events, sitting down with DV/SA groups in Chicago during Draft week, Denver during Kickoff, and Orlando during Pro Bowl week. The goal of these meetings is to update the organizations on the league’s social responsibility work, including issues facing the field and ways that the NFL and its clubs can help.

During Super Bowl week, the league continued its tradition of hosting a private event to celebrate the often unnoticed efforts of the hundreds of employees

and volunteers working behind the scenes at domestic violence shelters, sexual assault prevention organizations, and similar institutions. The Unsung Heroes luncheon in Houston welcomed more than 120 people and helped local DV/SA organizations make connections with area companies interested in supporting their work, long after the Super Bowl. Attendees also heard from NFL Legend Curtis Martin, Steelers cornerback William Gay, and San Francisco 49ers wide receiver Torrey Smith, all of whom grew up with domestic violence. They told their personal stories with the issue, and together with Commissioner Goodell, they thanked the attendees for their essential work to address and prevent DV/SA.



IN ADDITION, ALL 32 NFL CLUBS continue work with DV/SA organizations in their

communities with activities ranging from abuse intervention programs, crisis center fundraisers, high school healthy relationship assemblies, and local public service campaigns.

The league’s colleagues in the NFL U.K. office continued their social responsibility work, hosting a character and social issues camp for young men playing football overseas. At another event hosted by the NFL U.K. office last fall, college students gave first-hand accounts of how a peer-to-peer program, built in partnership with Hestia and UK Says NO MORE, used football to transform them into ambassadors for social change.

During the 2016 season, NFL Network and NFL.com aired public service announcements from the National Domestic Violence Hotline and the One Love Foundation, a group that works with young people across the country to raise awareness about the

warning signs of abuse and activate communities to work to change the statistics around relationship violence. The memorable PSAs created with NO MORE and the Joyful Heart Foundation in 2014 continue to air around the country outside of NFL games.

SETTING A HIGHER STANDARD

In 2015, the NFL reviewed and revised its **PERSONAL CONDUCT POLICY**. The revisions included:

- ▲ Stronger reporting requirements to the league office of allegations of violations
- ▲ A decision to do independent investigations of such allegations, no longer relying solely on the law enforcement outcome
- ▲ Strengthened counseling resources for both alleged victims and accused perpetrators

As part of this process, the league spoke with more than 150 experts and the following four specialists with field experience:

- ▲ Tony Porter, co-founder of A CALL TO MEN
- ▲ Jane Randel, co-founder of NO MORE
- ▲ Rita Smith, national domestic violence expert
- ▲ Beth Richie, professor, African American Studies and Criminology Law and Justice at the University of Illinois at Chicago

The NFL also hired Lisa Friel, a veteran of the Manhattan District Attorney's Office and former Chief of its Sex Crimes Unit, and B. Todd Jones, former Director of the Bureau of Alcohol, Tobacco, Firearms, and Explosives to lead the investigatory and disciplinary process.

Since 2015, when the updated Personal Conduct Policy was put into place, arrest rates among NFL players and staff have dropped.*

RAPIDLY RESPONDING TO THOSE IN NEED

Any time of day or night, an individual in crisis can call the **NFL Lifeline at 1 (800) 506-0078**. This free, confidential hotline is independently operated and staffed by trained counselors. The NFL has also trained 200 league and club leaders to serve on Critical Response Teams (CRTs), which provide immediate and confidential crisis assistance—including safety, medical, legal, and social services—to anyone in the NFL family, including spouses, significant others or other family members who have experienced abuse. All 32 clubs have established CRTs.

EXPANDING EXPERT RESOURCES

In 2016, the NFL continued its support of the **National Domestic Violence Hotline**. The organization commemorated its 20th anniversary and moved into a new headquarters location in Austin, Texas—doubling its capacity to answer calls, online chats, and text messages.

Financial support provided by the NFL also helped The Hotline further its policy work in Washington, D.C., including the submission of an amicus brief to the U.S. Supreme Court on firearms and domestic violence.



In 2016, The Hotline answered more than **323,000** contacts from women, children, and men reaching out for help with domestic violence and dating abuse.



And, in June, the organization answered its **4 millionth contact** from a woman seeking support and resources in her local community.



Finally, the NFL joined The Hotline in commemorating its **20th anniversary** at an event in New York, which featured remarks from NFL Legend Tony Richardson, who had a successful 17-year career with teams including the Jets, Vikings, and Chiefs.



Hotline 20th Anniversary Event. (Photo Courtesy National Domestic Violence Hotline)

*Source, *Washington Post*, August 2016

The National Domestic Violence **HOTLINE**

- 2014 ● NFL announces five-year partnership with The Hotline
- 2015 ● The Hotline hires 30 new advocates to answer calls, chats, and texts
- The Hotline launches its PSA, which airs on NFL Network and NFL.com
- The Hotline moves to a new office in Austin, TX, doubling service capacity
- 2016 ● The Hotline answers its 4 millionth contact from a woman seeking support

The NFL also supported the **National Sexual Violence Resource Center** and their partners' efforts in sexual assault prevention, public policy initiatives, and support services for victims and survivors. The impact includes:

- ▲ Launching **Raliance**, a new national sexual violence prevention partnership, based in Washington, D.C. The partnership, comprising the **National Alliance to End Sexual Violence**, the **California Coalition Against Sexual Assault's PreventConnect**, and the **National Sexual Violence Resource Center**, sponsored a launch event in September 2016.
- ▲ Raliance awarded more than \$1.2 million in innovative grants to 27 projects throughout the United States. Grants were focused in three topical areas—services to survivors, research and assistance for people who may commit sexual harm, and organizational or community level prevention initiatives. Additional grants, totaling \$600,000, will be awarded annually.
- ▲ Raliance published the first annual edition of *Ending Sexual Violence in One Generation*.

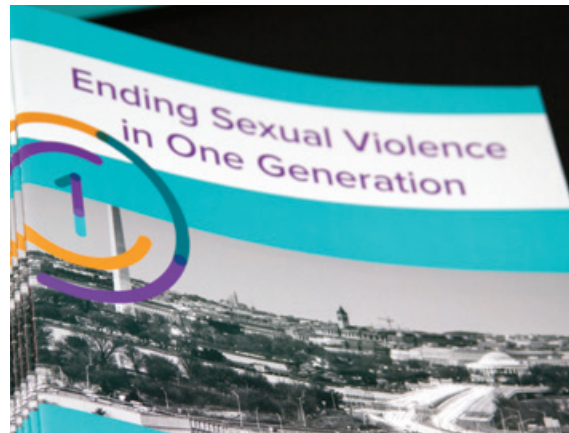


Photo Courtesy Raliance

This report outlined significant recent progress and challenges in preventing sexual violence in areas of campus sexual assault, media coverage, research, athletics, and advocacy.

Going forward, Raliance will be working to:

- ▲ Improve the nation's understanding of the complexities surrounding sexual assault, and how it can be prevented
- ▲ Inform effective public policy at national, state, and local levels
- ▲ Engage organizations in creating safe environments and setting clear expectations
- ▲ Strengthen support services and bolster accessibility for victims and survivors
- ▲ Expand programs that engage more young people in positive change initiatives
- ▲ Increase access to treatment for concerning or dangerous behaviors
- ▲ Identify and support promising prevention practices that are replicable



Raliance launch - September 2016. (Photo Courtesy Raliance)

WORKING TOGETHER TO PREVENT DUIS

During the 2016 season, 15 teams worked with Mothers Against Drunk Driving (MADD) volunteers on game day to pass out information to fans about the important role of a non-drinking designated driver and how to sign up as one.

The NFL also works with MADD to educate league and team staff as part of annual social responsibility education. At the start of the 2016 season, for the first time, the MADD team crisscrossed the country in partnership with our Player Engagement colleagues to educate rookies about the dangers of drunk driving during the Rookie Transition Program.

“This is not only an excellent opportunity to connect with teams to build local mission activities, but, also, to help make a difference in building young men’s lives. The NFL joins MADD in their important work to create a future of No More Victims™.”

—MADD CEO Debbie Weir



MADD Education with Carolina Panthers rookies. (Photo Courtesy MADD)

Each year, impaired driving kills about 10,000 people and injures 290,000 more.

Since 2010, Mothers Against Drunk Driving (MADD) and the NFL have encouraged more than 1.4 million fans to “play the most valuable position in the NFL—the designated driver.”

MADD, the NFL, and teams work together to educate fans, players, team, and league employees about the impact of driving under the influence of drugs and/or alcohol and the importance of making safe choices.



PROMOTING DIVERSITY & INCLUSION

The NFL strives to stand out as a model of diversity and inclusion —honoring and celebrating our many differences while embracing our shared commonalities.

The **NFL DIVERSITY COUNCIL** helps give all individuals the opportunity to achieve their full potential in the pursuit of organizational goals. The Diversity Council works with the NFL's executive team to:

- ▲ Design policies that create and support an inclusive work environment
- ▲ Develop employee programs that encourage diversity
- ▲ Integrate diverse practices into decision making across all departments

Through the NFL Diversity Council, league employees know their voices will be heard and their concerns will be addressed.

*The NFL joined **The Gay and Lesbian Alliance Against Defamation (GLAAD)** on the organization's annual Spirit Day to take a stand against bullying and show support for LGBT youth. The league also works year round with the **You Can Play Project**, an organization dedicated to ensuring equality, respect, and safety for all athletes, without regard to sexual orientation and/or gender identity.*

The NFL achieved its seventh consecutive "A" grade for racial hiring practices in the 2016 NFL Racial and Gender Report Card, released by The Institute for Diversity and Ethics in Sport at the University of Central Florida.

GOOD CALLS: ADVANCING DIVERSITY IN COACHING

The NFL has more than doubled its number of diverse head coaches since the 2003 establishment of the **ROONEY RULE**, a landmark policy aimed at driving progress in this area. Named after Dan Rooney, Chairman of the Pittsburgh Steelers and Chairman of the league's diversity committee, the Rooney Rule requires teams to interview diverse candidates for head coach and general manager positions. This year, the league suggested as a best practice that all clubs with an open Head Coach or General Manager position interview a slate that includes multiple minority candidates.

This pipeline of qualified candidates gets a boost from the **BILL WALSH DIVERSITY COACHING FELLOWSHIP**, established in 1987 to introduce talented minority college coaches and former players to the methods and philosophies of NFL coaching staffs. Named for the late Pro Football Hall of Fame head coach who conceived the idea, the fellowship welcomed a record 137 minority coaches in 2016. Katie Sowers was among the seven coaching interns hired by the Atlanta Falcons for training camp.

DIVERSIFYING THE SIDELINES

Since 1993, the NFL and the PFATS FOUNDATION have joined forces for the **NFL/PFATS ETHNIC MINORITY SCHOLARSHIP PROGRAM**. The program offers qualified ethnic minority athletic training students an opportunity to work with an NFL team during training camp, aiming to increase the number of minorities working as athletic trainers.

To date, more than 600 ethnic minority students have participated, and many have earned positions with NFL teams, other professional sports teams, and colleges based on the experience.

According to the NATA, females comprise the majority of athletic trainers nationwide. However, in 2015, only one full-time female athletic trainer worked for an NFL team. That same year, the NFL Foundation increased its funding to the PFATS Foundation to create 32 additional scholarship opportunities for women and help provide clubs with top female candidates. The NFL Foundation continued this increased funding opportunity in 2016 to help open more doors for women in the NFL and this past season saw five full-time female athletic trainers employed on five different NFL teams. These efforts will help ensure that the league's athletic trainer initiatives align with national workforce trends.

In addition, the NFL hosted the first-annual **CAREERS IN FOOTBALL FORUM** in December 2016 as part of the Air Force Reserve Celebration Bowl in Atlanta. The forum brought together students interested in sports management and entry-level athletic department administrators from Mid-Eastern Athletic Conference and Southwest Athletic Conference schools to explore potential careers in professional football administration and to network with industry leaders.

CAREERS IN FOOTBALL FORUM

The NFL hosted the inaugural **WOMENS CAREERS IN FOOTBALL FORUM** in conjunction with USA Football's World Football Game during the Pro Bowl. The forum was held to educate and prepare female tackle football players and coaches for positions in Football Operations including coaching, officiating, scouting, athletic training, and other football-related roles. There were over 250 Women from 20 countries around the world in attendance.

FINDING AFFINITY IN THE WORKPLACE

The NFL has three operational affinity groups: **The Black Engagement Network (BEN)**, **NFL Community Teammates**, and the **Women's Interactive Network (W.I.N.)**. NFL affinity groups are open to full-time employees and are linked by a common interest or purpose.

- ▲ **BEN** is designed to strengthen the NFL's engagement of its black employees. It operates as a vehicle for executive management to engage in topics of diversity, serves as an employee resource group to solve business challenges, and identifies opportunities to expand diversity and inclusion throughout the NFL.
- ▲ **NFL Community Teammates** is made up of employees dedicated to volunteering together in the community. Its mission is to build a culture of community service and volunteerism at the league office in order to enhance meaningful team building, company morale, and impact.
- ▲ **W.I.N.** enables women to explore and develop their career paths at the NFL while deepening the engagement of all league employees.



Photo Courtesy Ad Council



*The NFL collaborated with the **AD COUNCIL** for the February launch of a new PSA called “Fans of Love,” an extension of their Love Has No Labels campaign. The new PSAs, filmed at the Pro Bowl, put a twist on the traditional kiss cam by replacing it with an unbiased camera that features all forms of love—friendships, families, and romantic relationships—across race, religion, gender, sexuality, ability, and age.*

DIVERSITY IN NFL CLUBS



In 2016,
WOMEN HELD 21.1%
of all vice president positions
in the NFL's 32 clubs.

14 WOMEN WERE PRINCIPAL OWNERS or held significant ownership stakes in 10 clubs

DIVERSITY IN THE LEAGUE

- ▲ Since 2010, female leadership (vice president and above) has grown at a rate over 3.5 times faster than male leadership
- ▲ Since June 2014, the breakdown of women in positions of vice president and above to men in these positions has increased from 20/80 to 26/74
- ▲ The percentage of women at the league office continues to steadily grow year-over-year
 - Of all vice presidents and above, 26 percent are female
 - Of all league employees, 32 percent are female

**Source: 2016 NFL Racial and Gender Report Card*

SUPER BOWL WOMEN'S SUMMIT

Building on the success of last year's Women's Summit—which explored the role of sports participation in developing leadership, teamwork, and other skills that promote success throughout one's life and career—this year's Super Bowl LI 'Plays for Life' Women's Summit in Houston, TX, expanded upon that conversation by engaging younger women through an interactive and experiential event focused on helping them recognize and become their best selves.

During the two-day event young women heard from prominent leaders from across the NFL and beyond about their own personal journeys and participated in discussions and activities focused on achieving their goals, preparing for life's challenges, and best utilizing the tools that are critical for personal and professional development. The NFL Women's Summit experience at Super Bowl LI:

- ▲ Introduced the teens to a variety of inspiring speakers, new career ideas, and tools for success
- ▲ Fostered important discussions surrounding career paths, mentorship, and finding your voice
- ▲ Brought together thought leaders from various industries to engage in interactive sessions

Through the NFL's work and the support of approximately 20 partners, over 300 young girls, ages 13-18, from more than 20 schools attended this year's summit.

KEEPING GIRLS ACTIVE

In 2016, the NFL Foundation worked with the **WOMEN'S SPORTS FOUNDATION** to distribute 200 NFL FLAG Essentials kits to organizations throughout the country that serve girls. Flag football has recently seen a tremendous rise in popularity among youth, particularly girls, and the NFL FLAG Essentials kit offerings allow youth-serving organizations to diversify their sports programming.

In the spirit of NFL PLAY 60, the grants and NFL FLAG resources aim to provide safe, affordable, and equitable sports programming for girls, allowing them to engage in physical activity for their health and development of leadership skills.

INVITING TOP-TIER TALENT

The league proactively invites dynamic professionals with diverse backgrounds to join its ranks through the **NFL DIVERSE TALENT COMMUNITY**. The online talent community recruitment platform aims to engage, educate, and support registered members and connect them with an NFL Talent Community Manager. It also serves as a shared talent acquisition database for Human Resources across the NFL and its 32 clubs.

The Community emerged to advance diversity while attracting those who embrace the NFL's core values:

- ▲ **Integrity:** We always look to make the right call
- ▲ **Resiliency:** We set high standards and continuously strive for excellence
- ▲ **Respect:** Everyone matters. Everyone contributes
- ▲ **Responsibility to Team:** As a team, we support and depend on one another

NFL SUPPORTS NEW MUSEUM

In 2016, the NFL Foundation provided a \$1 million contribution to help support the **SMITHSONIAN INSTITUTE'S NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE** to enable a better understanding of the African American experience. The museum, which opened this past fall in Washington, D.C., presents the many facets of this experience through its scholarships and exhibitions, all of which draw upon the museum's collection.



nrg stadium

34 28
REVIEW

PATRIOTS

AP Photo/Peter Read Miller



*For more information, visit www.nfl.com/community
or email socialresponsibility@nfl.com.*