MESSAGE FROM NFL COMMISSIONER ROGER GOODELL

The 2015 season was an exciting one for the National Football League. All year we celebrated Super Bowl 50, reflecting on the history and future of NFL football. Among the most gratifying strides we took was to deepen our commitment to the NFL’s platform as a force for positive change. Whether nationally, locally or individually through the volunteerism and philanthropy of owners, players, coaches and club personnel, there is a powerful NFL-wide commitment to giving back.

During the season, hundreds of players spend their day off working in communities. It is a proud tradition of volunteering at local schools, shelters and hospitals. We honor the efforts of these players, including our Walter Payton NFL Man of the Year award that went to Anquan Boldin of the San Francisco 49ers for his work to expand educational opportunities for underserved children.

As a league, we focused our work on advancing progress in several key areas. We continue to enhance our programs to support the health and safety of athletes of all ages and communities through the NFL PLAY 60 campaign, Heads Up Football and grants to support youth and high school football programs. The NFL Foundation, a nonprofit organization representing the 32 NFL clubs, remains a critical partner in these efforts and others. This year, the foundation expanded its work with a commitment to build character education programs for boys and girls, athletes and non-athletes alike.

We also embrace our leadership role in addressing social issues, including domestic violence and sexual assault. We remain dedicated to tackling breast cancer with ‘A Crucial Catch’ and to honoring veterans and the men and women of the U.S. military through our Salute to Service campaign.

While we are proud of this work, we do not rest on past achievements. We are committed to constant evaluation and improvement and will continue to work with our clubs, partner organizations and other experts to strengthen our programs.

The NFL has always stood for football and community. As we turn to the next 50 years, we look forward to continuing our ever-expanding work to meet and exceed the highest possible standards.

Roger Goodell, NFL Commissioner
MISSION:
The NFL will be a leader with timeless values that implements consistent and thoughtful responses to societal issues, educates the NFL family, institutes transparent league policies and actively engages with communities to positively impact society.
IN 2015, more than 6,000 team employees and personnel participated in alcohol-abuse, domestic-violence, and sexual-assault education.

More than $4.5 million to military appreciation nonprofits in 2015, bringing the total to more than $9 million since 2011.

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$2 million Super Bowl Legacy Grant given to each host city by the NFL foundation and host committee.

64 scholarship opportunities were created for women and minorities by the Professional Football Athletic Trainers Society (PFATS) in 2015.

The NFL and the CHANGE program have funded 105 new and continuing grants in 55 communities across the country, reaching 200,937 women through breast health and wellness education events and providing 93,598 breast screenings at no or low cost to underserved women.

$830,000 in grants awarded to 77 player foundations across the country in 2015, benefiting more than 450,000 individuals in communities nationwide.

$50+ million in grants since 1998.

To Revitalize 455 fields for youth athletics.

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300+ free football camps each year, hosted by current and former NFL players.

Supported more than 73,000 schools nationwide—giving more than 38 million children the chance to boost their physical activity levels.

More than 6,300 youth leagues and nearly 1,000 high schools are signed up for USA Football’s Heads Up Football, affecting 150,000 coaches & 1 million players.

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COMMITTED TO WINS
OFF THE FIELD

Beyond the cheering crowds and action-packed games, the league and its players, coaches, owners and staff work tirelessly to deliver victories where they matter most. For an overwhelming number of individuals, their exceptional talents are matched only by their unwavering dedication to helping others.

The league also leverages its marquee events throughout the year—from the NFL Draft to the Super Bowl—to create positive, lasting community change across the country.
MEET ANQUAN BOLDIN: 2015 WALTER PAYTON NFL MAN OF THE YEAR

A three-time Pro Bowl selection, two-time Offensive Player of the Week and Super Bowl champion, Anquan Boldin is one of the NFL’s most dynamic receivers. In 2015 he joined an impressive fraternity including the likes of Roger Staubach, Joe Greene, Dan Marino, Peyton Manning, LaDainian Tomlinson, Drew Brees and others—all distinguished winners of the Walter Payton NFL Man of the Year award.

The award, established in 1970 and renamed in 1999 after the late Hall of Fame Chicago Bears running back Walter Payton, recognizes excellence on and off the field. Each NFL team nominates one player for his positive impact on the community.

“The word ‘humbled’ does not even come close to describing what it feels like,” said Boldin. “Walter Payton was a player I idolized as a kid for what he could do on the football field, but he became even more of an inspiration to me as I learned about his legacy as a humanitarian… May we all continue to open our hearts and make an impact in our own communities throughout this world.”

Boldin founded the Anquan Boldin Foundation in 2004 to expand educational and life opportunities of underprivileged youth. In early 2015, Anquan and his wife, Dionne, personally donated $1 million to the Anquan Boldin Foundation. This endowment has since been utilized to continue an annual distribution of scholarships to high school graduates. Since its inception, the foundation has awarded 13 four-year college scholarships.

Boldin will receive a $50,000 donation that will go toward his QB1 Foundation. The two runners-up for the award, New York Giants quarterback Eli Manning and New Orleans Saints tight end Benjamin Watson, will receive $11,000 donations to charities of their choice. Donations are courtesy of the NFL Foundation and Nationwide.

“Anquan Boldin’s passionate dedication to community service and philanthropic causes demonstrates the high standards of character and conduct that we all strive for in the NFL. He is part of the overwhelming majority of NFL players who live out the NFL tradition of community service and inspire us all.”

NFL Commissioner Roger Goodell
HOME FIELD ADVANTAGE: BIG EVENTS BRING SPECIAL BENEFITS

In February 2016, Super Bowl 50 brought much more than football to the San Francisco Bay Area. Before, during and after the game, charitable activities and community outreach projects enriched the region and delivered a lasting legacy.

Initiatives were made possible by the NFL Foundation Super Bowl Legacy Grants, the Super Bowl 50 Host Committee, the 50 Fund—a 501(c)(3) created by the San Francisco Bay Area Super Bowl 50 Host Committee—and the San Francisco Bay Area community.

BUILDING AN ACTIVE LOCAL LEGACY

To extend the league’s positive impact long after players and fans have left town, the NFL, via the NFL Foundation, contributes a $1 million Super Bowl Legacy Grant to each host city. This year’s grant was matched by the 50 Fund to support a new initiative, PLAY 60, Play On.

This initiative, in partnership with KaBOOM!, Playworks and the U.S. Fund for UNICEF, reached youth across the nine-county region and encouraged Bay Area youth and communities to get active by playing at least 60 minutes each day. Community grants supported the building of healthy play spaces, a series of play extravaganzas, physical activity training and UNICEF’s Kid Power in-school program.

FUNDING EDUCATION AND FITNESS

Youth Education Towns (YETs) were started in several Super Bowl cities nationwide and Waianae, Hawaii. Featuring classrooms, physical fitness zones, technology/multimedia labs and athletic and recreation fields, these education-focused hamlets were developed with annual $1 million Super Bowl Legacy Grants and public-private match funding.

To maximize their impact for underserved youth, the 13 existing YETs receive continued support from NFL program grants and contributions from the NFL Foundation, NFL clubs and host committees in Super Bowl markets. Additional contributions have funded the refurbishment of youth football fields, capital improvements, youth football support and the development of health and wellness campaigns.

HEIGHTENING VIGILANCE FOR THE VULNERABLE

Large events can spur an increase in human trafficking. Yet tragically, this exploitation of men, women and children happens every day, 365 days a year.

To increase awareness and protect potential victims, Super Bowl 50 hosts and organizers, including the NFL, the Super Bowl Host Committee and the cities of Santa Clara, San Jose and San Francisco, rallied with the South Bay Coalition to End Human Trafficking and No Traffick Ahead. Activities included training, providing educational materials to the hospitality industry and posting volunteers at key locations throughout the area to spot and report suspicious activity.

COMFORTING HOMELESS CHILDREN

A new blanket, a book, a stuffed animal—seemingly small things can mean a lot to a child living in a shelter. The NFL worked with the Super Bowl 50 Host Committee and Project Night Night to assemble and deliver overnight bags, complete with personal notes of encouragement, to 675 homeless youth in Bay Area shelters.

ENCOURAGING BUSINESS DIVERSITY

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

This year, the NFL engaged more than 425 Bay Area businesses representing 65 vendor categories to help produce the Super Bowl 50 experience and supported their efforts with professional development workshops.

KEEPING THE BAY AREA GREEN

Environmental projects, developed in partnership with the Host Committee, addressed the impact of Super Bowl events and planted the seeds of an enduring positive legacy.
Solid waste management/recycling diverted waste from landfills at facilities including Levi’s Stadium, the Super Bowl 50 Media Center, the NFL Experience Football Theme Park and the NFL headquarters hotel.

E-waste recycling with Verizon and the City of Santa Clara rallied area residents for responsible disposal of used electronic items. Nearly five tons of e-waste was collected for recycling at this one-day event.

Extra prepared food from Super Bowl events was donated to community agencies, in partnership with local food recovery organizations. More than 20,000 pounds of extra food was collected and donated.

Office supplies, equipment, building materials, signage, carpeting and décor were donated to local organizations for reuse and repurposing.

Super Kids – Super Sharing encouraged the donation of books, sports equipment and school supplies to children in need. Local children collected 32,000 items and donated them to low-income schools and youth programs.

Hundreds of used cell phones were collected by NFL sponsor Verizon for domestic violence shelters.

Emissions at Super Bowl venues were reduced or offset by biofuels, renewable power by PG&E and renewable energy certificates, and stadium and transportation emissions were offset by TerraPass.

The Super Bowl 50 Urban Forestry Program launched the planting of more than 28,000 trees in parks, schoolyards and along streets, as well as a significant watershed restoration project in partnership with Verizon and American Forests.

SERVING THE HUNGRY

With more than 192 million meals served and more than $24 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 25th anniversary at Super Bowl 50 with its Party with a Purpose® event, hosted by James Beard Award-winning TV personality, chef and author Andrew Zimmern.

GROWING THE NEXT GENERATION

The Super Bowl High School Honor Roll program celebrates high schools and communities that have contributed to Super Bowl history and positively influenced the game of football by linking the past 49 Super Bowls with Super Bowl 50. To celebrate the Honor Roll’s launch, the program awarded Wilson Golden Footballs to nearly 3,000 players and coaches and more than 2,000 high schools worldwide that graduated players and coaches who have been on active Super Bowl rosters. The NFL Foundation also contributed $1 million toward the program with football support grants and a new curriculum for character education.
During Pro Bowl week, NFL players became “Marines for a Day” at Marine Corps Base Hawaii Kaneohe Bay. The experience, hosted in partnership with USAA with marine escorts, gave players an up-close look at operations including a flight simulator, explosive ordnance disposal demonstration and air traffic control.

The 2016 Pro Bowl, presented by USAA, brought the best of the NFL to Hawaii on and off the field. Players participated in several NFL PLAY 60 Community Blitz Clinics and hosted a Pro Bowl practice at Turtle Bay Resort in Hawaii for more than 1,000 local community members, military and their families.

The NFL Foundation also awarded $100,000 in Pro Bowl Community Grants to Hawaiian nonprofit organizations focused on youth education, health and physical fitness, honoring grantees at a recognition ceremony during Pro Bowl week.
The NFL, New England Dairy & Food Council, United Way and the New England Patriots teamed up to revitalize the play space area at Josiah Quincy Elementary School in Boston for NFL Kickoff.

The Shriners Hospital Kids and the 2015 NFL Draft Picks pose for a photo at the Shriners Hospital for Children in Chicago. The event brought 19 2015 NFL Draft Picks to the hospital to participate in events with the children. (Rich Graessle/SPTSW)

2015 NFL Draft prospect Leonard Williams shows off the pillow he made with Brandon Haggadone at the Shriners Hospital for Children in Chicago.

As part of NFL Kickoff festivities, the NFL teamed up with Bose, United Way and the New England Patriots for a full day of service at Hale Reservation, an outdoor education center used by thousands of people each year.
COMMITTED TO HEALTHIER COMMUNITIES

How can the league’s constant pursuit of a safer, healthier game benefit athletes at all levels, in all sports, and young people across the country? New answers emerge every day through the efforts of all 32 clubs, powerful partnerships and support from NFL Foundation grants.

The league and its foundation continue to offer and strengthen initiatives proven to make a difference. The goals: a safer game and a healthier population.
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 physical activity levels.

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.

MORE THAN 500,000 KIDS participate in NFL FLAG Football or NFL Punt, Pass and Kick annually.

FUELING UP FOR AN ACTIVE LIFE

Students are taking charge of their own wellness with Fuel Up to Play 60, a national nutrition and physical activity program launched by the NFL and the National Dairy Council in collaboration with the U.S. Department of Agriculture.

Through opportunities for funding and online resources, promotional materials and contests focused on nutrition and physical activity, Fuel Up to Play 60 empowers students and educators to create transformational change in their communities.

In fall 2015, a collaboration with GENYOUth and the PepsiCo Foundation further expanded outreach to Latino/Hispanic students, parents and communities. Resources included financial grants and new Spanish-language materials delivered via a completely redesigned website.

To learn more about Fuel Up to Play 60, visit fueluptoplay60.com.

FUEL UP TO PLAY 60 BY THE NUMBERS

12 MILLION STUDENTS are actively engaged today, including 35,000 students empowered as school wellness ambassadors.

70 PERCENT of participating educators say the program is helping them achieve their wellness goals.
COMPETING IN CLASS—
AND AT THE SUPER BOWL
To help educators get their students fired up about fitness, the American Heart Association and the NFL teamed up to create the NFL PLAY 60 Challenge, a four-week health-based competition that encourages kids to get at least 60 minutes of exercise a day in school and at home.

In 2015, the program, which is supported by all 32 NFL clubs, worked with Discovery Education on a new digital platform featuring:

- Teacher training videos and digital lesson plans
- Online activity trackers
- Resources for families
- Activity videos hosted by Washington Redskins linebacker Ryan Kerrigan

In the months leading up to Super Bowl 50, more than 12,000 fourth and fifth graders from the Bay Area took on the challenge.

Leaders more about the NFL PLAY 60 Challenge at heart.org/nflplay60challenge.

MEASURING AND SHARING SUCCESS
What components of NFL PLAY 60 work best? How can other programs replicate these successes? In 2015, the NFL PLAY 60 FITNESSGRAM Partnership Project with The Cooper Institute set out to answer these and other vital questions.

This partnership began in 2009, when the NFL Foundation funded implementation of the Institute's FITNESSGRAM assessment tool in more than 1,100 schools in the 32 NFL markets. More than $4.3 million in NFL Foundation grant funding has expanded FITNESSGRAM into the largest, most comprehensive school fitness initiative in the United States, with training hubs operating in all 32 NFL franchise cities. This also includes a longitudinal study to measure the effectiveness of NFL PLAY 60 programming over time.

In summer 2015, The Cooper Institute launched a redesigned FITNESSGRAM with activity and nutrition components, giving students, parents, teachers and administrators even more insight for tracking, understanding and improving health behaviors.

Making Communities Stronger
As in previous years, the NFL and partners nationwide worked tirelessly in 2015 to expand health and recreation opportunities for youth in NFL markets.

During the 17th annual NFL-United Way Hometown Huddle league-wide day of service, teams took a valuable timeout with 42-year NFL partner United Way to work on community initiatives: installing playgrounds, creating community gardens and conducting PLAY 60 student assemblies and other youth health and wellness events.

The winner, Maya Lin School, received a personal visit from NFL players, a $2,500 grant to help extend its physical activity programs, a NFL PLAY 60 fitness clinic and a once-in-a-lifetime opportunity for students to participate in PLAY 60 Kids’ Day at Super Bowl 50.

“For more than 40 years, our partnership with United Way has positively impacted our youngest fans. We were excited to encourage kids to stay active and live healthy lifestyles through dozens of Hometown Huddle events this season.”

Anna Isaacson, NFL Senior Vice President of Social Responsibility

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.
ENCOURAGING ACTIVITY EVERYWHERE

Even kids who love their screen time can still get their daily dose of activity, thanks to a free NFL PLAY 60 app created in partnership with the American Heart Association, a nine-year NFL partner, 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:
MORE THAN 862,000 total iOS downloads

APPLE RANKINGS:
ipad: #1 in kids 9-11 section, #4 in kids overall, #1 in health and fitness

iPhone: #3 in kids 9-11 section, #9 in kids overall, #9 in health and fitness

GIVING ALL CHILDREN A CHANCE TO PLAY

When it comes to living an active lifestyle, no child should be left on the sidelines. The NFL continually explores ways to include adaptive activities that encourage kids of all abilities to get active for at least 60 minutes a day. In 2015, the NFL teamed up with:

- **Shriners Hospitals for Children** to create a free NFL PLAY 60 All-Ability Guide, featuring adaptive activities for children with different physical abilities
- **St. Jude Children’s Research Hospital** as its “Official Champion of Play,” raising funds to support the hospital’s Child Life program, which helps patients and families cope with serious illnesses through play therapy and peer interaction
- **The Special Olympics** to support the 2015 Special Olympics World Games in Los Angeles

NFL prospect Kevin Johnson wheels pediatric patient Ben Martin in an obstacle course during the NFL PLAY 60 activities at Shriners Hospital for Children Thursday, April 30, 2015, in Chicago.

St. Jude patient Samantha Jones announces a pick during the 2015 NFL Draft at the Auditorium Theatre on Friday, May 1, 2015, in Chicago.

Special Olympics athletes and NFL Players took part in NFL PLAY 60 clinics during the 2015 Special Olympics World Games in Los Angeles.
PLAY 60 AND BEYOND: GETTING KIDS ACTIVE IN 32 NFL MARKETS

The Arizona Cardinals engaged more than 4,500 students from 64 different schools in NFL PLAY 60 activities.

For the annual Hometown Huddle, the entire Atlanta Falcons roster volunteered at 12 locations across metro Atlanta.

In a pregame ceremony, the Baltimore Ravens honored representatives from the more than 20,000 Baltimore youth who took the NFL PLAY 60 Challenge.

With the Independent Health Foundation and the American Heart Association, the Buffalo Bills hosted a NFL PLAY 60 Challenge Fitness Party for 300 local elementary students.

The Carolina Panthers worked with GameTime, Cunningham Recreation and Mecklenburg County Park and Recreation to create a NFL PLAY 60 Challenge Course at Hornet’s Nest Park.

For the third straight year, the Chicago Bears partnered with Hall of Fame offensive tackle Anthony Muñoz to host a NFL PLAY 60 Character Camp.

The Cincinnati Bengals built a playground, painted and landscaped the school area, and created a community garden at William Howard Taft Elementary School in Cincinnati, Ohio.

The Cleveland Browns got 4,806 participants active for more than 8.5 million combined minutes at the NFL PLAY 60 Fall Challenge with the American Heart Association.

The Dallas Cowboys and United Way of Metropolitan Dallas led students in flag football and PLAY 60 drills at Sanger Elementary School in Dallas.

The Denver Broncos hosted NFL PLAY 60 fitness clinics and other physical activities at the Pat Bowlen Fieldhouse.

The Detroit Lions and Playworks Detroit hosted NFL PLAY 60 activities in Detroit Eastern Market.

The Green Bay Packers and United Way of Brown County helped build a playground at Shippy Park in Pulaski, Wisconsin.

The Houston Texans partnered with Special Olympics of Texas to host a Hometown Huddle Football Camp for 100 local Special Olympics athletes.

The Indianapolis Colts and Indiana Wesleyan University created a fitness room built to resemble a Colts’ locker room with new flooring, fitness equipment and Colts memorabilia.

The Jacksonville Jaguars partnered with United Way of Northeast Florida to promote youth health and fitness to Highlands Middle School Achievers For Life students.

The Kansas City Chiefs Community Caring team hosted a NFL PLAY 60 clinic for special needs children at the YMCA Challenger Sports Complex.

Working with the United Way and the Special Olympics, the Miami Dolphins engaged 125 area students in football-style fitness drills.

The Minnesota Vikings hosted youth from the ACES Reading Program to on-field football and physical fitness drills at the team's Winter Park facility.

The New England Patriots led a school assembly in Dorchester about the importance of exercise and a healthy diet, followed by a scrimmage.

The New Orleans Saints and the Southeast United Dairy Industry Association honored West Wortham Middle School for enrolling all students in the Fuel Up to Play 60 campaign.

The New York Giants surprised Roy W. Brown Middle School with new fitness equipment, including Wii Fit heart rate monitors and activity trackers.

The New York Jets gathered nearly 4,000 elementary students to learn about PLAY 60 and ways to get active.

The Oakland Raiders rewarded winners of the NFL PLAY 60 Challenge with a personal visit.

The Philadelphia Eagles and United Way presented Northern Children’s Services with $25,000 in grants to help improve its sports fields and support children in leading healthy lifestyles.

The Pittsburgh Steelers, Fuel Up to Play 60, NFL FLAG and SHAPE America gave 60 P.E. teachers a full day of training on new activities.

The San Diego Chargers hosted kids from the San Diego YMCA Armed Services at Chargers Park for a Real California Milk Youth Training Camp.

The San Francisco 49ers, Optum and United Way Silicon Valley converted a former classroom at San Jose’s Fischer Middle School into an innovative health and fitness center.

The Seattle Seahawks and United Way renovated the playground area at Dunlap Elementary School.

The St. Louis Rams and Prairie Farms hosted a PLAY 60 assembly at Koch Elementary in the Riverview Gardens School District.

The Tampa Bay Buccaneers and United Way renovated the playground area at Dunlap Elementary School.

The Tennessee Titans recognized students from each Titans Tuesday school as 2015 Fuel Up to Play 60 ambassadors and provided Williamson County schools with NFL Hometown Grants for healthy living.

The Washington Redskins Charitable Foundation and United Way of the National Capital Area hosted more than 800 Prince George's County elementary school students for the third annual Recess with the Redskins Powered by United Way.
NFL FOUNDATION PROGRAMS MAKE MAJOR GAINS

Whether promoting new youth football safety standards, supporting players’ philanthropic efforts or encouraging active, healthy living, the NFL Foundation is expanding the league’s impact beyond professional football.

“As the league’s nonprofit organization representing all 32 clubs, the NFL Foundation inspires positive change at the community level in many ways, each and every day. This includes:

MORE THAN $50 MILLION in grants since 1998 to revitalize 455 youth athletic fields nationwide

$1 MILLION for certified athletic trainers in underserved schools

MORE THAN 300 FREE FOOTBALL CAMPS each year, hosted by current and former NFL players

“The NFL Foundation is proud to support the important work that will help keep athletes of all levels safer as they play the sports they love. We are pleased to work with a diverse group of leaders in their respective fields to help advance the important cause of sports safety.”

Charlotte Jones Anderson, Dallas Cowboys Executive Vice President, and Chairman, of the NFL Foundation

USA FOOTBALL

The NFL Foundation’s five-year, $45 million commitment to USA Football, the sport’s national governing body and a member of the U.S. Olympic Committee, supports the development, participation, safety and values of football through several programs that flourished in 2015.

Nearly 70 percent of all U.S. youth football leagues and more than 1,100 high schools enrolled in USA Football’s Heads Up Football program in 2015, representing 150,000 coaches and more than 1 million players. To advance player safety on high school and youth levels, the program focuses on improving techniques, educating and training coaches and establishing standards rooted in the best available science. USA Football’s coaching education training and curriculum is becoming the standard nationwide. Two education components were added to the program in 2015: Heads Up Blocking and all-sport-relevant protocols for sudden cardiac arrest.

In a season-long multi-state study encompassing more than 2,100 youth players, leagues that adopted Heads Up Football had a 76 percent reduction in injuries compared with non-Heads Up Football leagues, according to the Datalsys Center for Sports Injury Research and Prevention.

This past year, USA Football awarded more than $2 million in USA Football Equipment and Uniform Grants to youth and high school football programs across the country. Since 2006, these merit- and need-based grants have helped youth organizations and high schools in all 50 states and the District of Columbia increase access to the sport and its fun and fitness benefits. Grants provide new equipment for tackle and flag football, uniforms and equipment reconditioning.

In 2015, the NFL Foundation’s more than $1 million support of NFL FLAG powered by USA Football, a program that has taught 1.5 million youth the fundamentals of flag football, included an additional 2,500 NFL FLAG Essentials Kits for Fuel Up to Play 60 schools nationwide.

In addition to footballs, flag belts and posters, the kits include a P.E. curriculum developed by USA Football and SHAPE America. In-person FLAG trainings using the curriculum were held in 10 markets. The kits were first created and distributed in 2014 in conjunction with the NFL Foundation, GenYOUth Foundation, Fuel Up to Play 60 and USA Football.

NFL PUNT, PASS & KICK

USA Football manages the NFL Punt, Pass & Kick program, the nation’s largest grassroots sports skills competition. USA Football, in conjunction with NFL clubs, brings the excitement of Punt, Pass & Kick to more than 2,500 communities and nearly 200,000 boys and girls ages 6 to 15 in all 50 states and Washington, D.C. The program culminates in an annual national championship hosted by a NFL team for five age divisions for both boys and girls.
HEADS UP FOOTBALL: THE NEW STANDARD IN FOOTBALL

PROGRAM IMPACT:

1 MILLION PLAYERS
nearly 70% of all U.S. football leagues and more than 1,100 high schools enrolled in 2015.

150,000
youth coaches completed USA Football’s Level 1* coaching education courses in the 2015 season.

As of today, a combined total of 21 state high school athletic associations (13) and high school coaches associations (8) spanning 19 states endorse Heads Up Football for their member schools and coach members.

A recent study found youth leagues that participate in HUF have...

76% FEWER INJURIES
34% FEWER CONCUSSIONS IN PRACTICES
29% FEWER CONCUSSIONS IN GAMES

...than youth leagues that don’t participate in HUF.

* Includes tackle certification and flag certification

** Datalys Center, “Youth Football Safety Study” (2014):
http://www.datalyscenter.org/youth-football-safety-study/

AREAS OF FOCUS:

COACHING Certification: HUF maintains the sport’s only nationally accredited courses with content created by football experts and health professionals.

Concussion Awareness: HUF has partnered with organizations such as the CDC to develop resources to help coaches and parents become educated on what to look for on the field and encourage attention to concussion symptoms.

Equipment Fitting: HUF teaches coaches, players and parents how to properly fit helmets and shoulder pads for higher levels of safety. Improperly fitted equipment can place an athlete at greater risk of injury.

Heads Up Tackling and Blocking: HUF employs two five-step series that teach the fundamentals to address proper tackling and blocking technique with a focus on reducing helmet contact.

Player Safety Coach: HUF trains Player Safety Coaches to ensure compliance with core HUF health and safety protocols including coaching certification and conducting safety clinics for coaches, parents and players.

Heat & Hydration: HUF deploys targeted education for coaches and parents to increase prevention, recognition and basic treatment of athletes for heat-related illnesses.

Sudden Cardiac Arrest: HUF has recently included sudden cardiac arrest protocols as part of the program. Sudden cardiac arrest is the leading cause of young athlete fatalities during exercise across all sports.

SUPPORTED BY MORE THAN THREE DOZEN ORGANIZATIONS, INCLUDING:

In June 2012, USA Football—with the support of the NFL—created the Heads Up Football (HUF) program. HUF is a comprehensive educational outreach program, funded in part by a $45 million grant from the NFL Foundation, that strives to advance player safety in the game of football. For more information, please visit usafootball.com or nflhealthplaybook.com.
NFL FIELD GRANTS
Through Club Field Grants, NFL club foundations can apply for matching grants up to $200,000 to create or refurbish youth football fields and stadiums in team markets. In 2015, the NFL Foundation awarded more than $1.5 million in grants to support 11 field projects in eight NFL markets, benefiting more than 10,000 youth and high school football players.

Field Grant Program in partnership with LISC
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.

NEARLY $40 MILLION in NFL Foundation Grassroots grants has supported the creation or refurbishment of 306 fields nationwide since 1998.

SUPPORTING FORMER PLAYERS FOR LIFE
Player fines collected by the NFL go to two nonprofit organizations that assist former NFL players with services, including more than 3,000 free health screenings at venues like Super Bowl 50 and $9 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. It also helps former players finish their undergraduate degrees.

High School Coach of the Year Puts Safety First
A great coach is instrumental to team success at every level. Winners of the Don Shula NFL High School Coach of the Year Award, nominated by NFL teams or players, display the integrity, achievement and leadership demonstrated by Don Shula, the winningest coach in NFL history.

This year’s recipient—with a winning record in on-field results, passion, discipline and commitment to player health and safety—was Michael Burnett, head coach of Tuscarora High School in Loudoun County, Virginia.

Burnett is a 13-year coaching veteran in his sixth year with the Huskies, amassing a 60-15 record as head coach. His commitment to his student athletes includes hosting a USA Football Heads Up coaching clinic for his staff on proper tackling techniques and more. He also teaches AP economics and serves as his school’s department chair of social sciences.

“It cannot be understated the importance a great high school football coach has on the overall development of young men.”
Bruce Allen, President, Washington Redskins

NFL PLAYER GRANTS
Through its NFL Player Matching Youth and High School Football Grant Program and NFL Youth Football Camp Grant Program, the NFL Foundation helps players give back to the game they love. The more than $1.5 million invested in these two initiatives in 2015 included support grants to 47 NFL Legends who coach youth and high school football and 95 current and former players who provided match funding to football programs nationwide.

Health and safety considerations factor heavily into all grant awards. 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.

Player Foundation Grants support the charitable and community service activities of current and former NFL players in areas such as education and youth literacy, substance abuse prevention and assistance, health, nutrition, fitness and medical care. In 2015, the NFL Foundation awarded $830,000 in grants to 77 player foundations, benefiting more than 450,000 individuals across the country.

Opportunities abound in the NFL to volunteer, including NFL Community Teammates, a cross-departmental affinity group of league employees who give back through planning and participating in service outings throughout the year. The Teammates’ mission: to enhance meaningful team building, company morale and impact through a culture of community service at the NFL League Office.
NFL CLUB GRANTS

Club Grants provide NFL club foundations the opportunity for matching funds of up to $20,000 for local youth and high school football programs, up to $25,000 for increased access to certified athletic trainers and up to $200,000 for athletic field refurbishment projects.

In 2015, the NFL Foundation awarded more than $300,000 through 17 Club Matching Youth Football Grants, impacting more than 70,000 youth in 12 states. All youth football leagues that benefit from funding must participate in the health and safety instruction and protocols of Heads Up Football.

Through their hard work and dedication to young people, high school football coaches help teams and players achieve success on and off the field. The NFL Club High School Football Coach of the Week Program recognizes their important contributions with $1,000 grants for their football programs. The program has awarded more than $6.5 million to date. Winners are evaluated on their activities and philosophies for the promotion of player health, safety and wellness.

The NFL Foundation provides more than $2 million annually through Team Program Grants to help NFL teams support volunteer activities like Hometown Huddle events and NFL PLAY 60 community initiatives, the building of Youth Fitness Zones and the National Partnership Fund, which broadens partnerships between NFL clubs and local nonprofit organizations that support breast cancer awareness and military initiatives.

To find out more information about the NFL Foundation, its Board members and its grant programs, please visit nflfoundation.org.

“The funding provided by the NFL Foundation is critical to the success in supporting the grants made to students...over 500 students who are working toward their degree...and thousands of younger children through our Service to Children program.”

Alan Page, Associate Justice of the Minnesota Supreme Court and NFL Legend, Page Education Foundation
HEALTH AND SAFETY SUPPORT 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 currently, nearly 30 percent of high schools nationwide do not have access to a certified athletic trainer.

The Club Matching Athletic Trainer Grant Program, part of a collaboration with the NFL Foundation, the National Athletic Trainers’ Association (NATA) and the Professional Football Athletic Trainers Society (PFATS), provides grants of up to $25,000 to help provide certified athletic trainers at the high school level.

After a successful pilot year, the NFL Foundation, NATA and PFATS, along with new partner Gatorade, joined forces to more than double their investment in the Club Matching Grant Initiative. Contributions topping $2 million in 2015-2016 funded additional educational resources, hydration solutions, equipment and program support.

The program also added a contest for high schools. Fifteen high schools will win $50,000 for an athletic trainer as well as additional resources, products and equipment to establish or expand an athletic training program. Ten other schools will win an Athlete Safety Starter Kit for their programs.

“Being able to say to our families that a certified trainer will be at all of our games is an enormous plus in bringing confidence to parents and coaches about the efforts we are making to ensure we are as safe as possible with our children.”

Orlando Pace, coach, Chesterfield Football Association, Orlando, FL

The NFL Foundation’s partnership with the American Heart Association (AHA) continued to support youth interest in sports in 2015. Clinics were launched for parents and caregivers that promoted physical activity and safety through sports participation. Back to Sports is helping athletic trainers become an expert resource in nearly 100 communities on topics including concussion awareness, heat and hydration, sudden cardiac arrest and proper response, and the prevention of pediatric overuse injuries. Back to Sports content and curriculum was developed by the AHA along with experts at the U.S. Centers for Disease Control and Prevention, the Korey Stringer Institute and NATA.

Continuing Medical Education Grants strengthen knowledge, understanding and outcomes in important areas such as concussion management. In 2015, the NFL Foundation partnered with:

- The American Academy of Family Physicians on three free concussion management webinars for family physicians and provide patient education materials to all active AAFP members
- The Emergency Medicine Foundation and members of the American College of Emergency Physicians on an accredited continuing medical education course, free of charge, on the assessment and management of concussions

The NFL Foundation continued work with the Korey Stringer Institute under a three-year, $300,000 grant to promote and execute the NFL’s health and safety priorities and initiatives within youth sports. Highlights from this productive partnership included:

- NFL/AHA Back to Sports and Moms Football Safety Clinics
- Promotion of Heads Up Football in youth organizations and high schools nationwide
- Convening high school associations and state medical advisory committees to promote best practices for sports safety

Zackery Lystedt’s Legacy

The concept behind the University of Washington Medicine Sports Health and Safety Institute was largely inspired by the personal story of Zackery Lystedt, a 13-year-old boy who returned to play after suffering a head injury in a football game. Zack, his parents and a large coalition—including the Brain Injury Alliance of Washington, the Washington State Interscholastic Activities Association and business, community and medical groups—were instrumental in the creation of the Zackery Lystedt Law, which regulates athletes’ return to play protocols in Washington state. The NFL advocated for the passage of similar youth sports concussion prevention laws across the country, leading to their adoption in all 50 states.
Under a $2.5 million donation from the NFL and NFL Foundation, the University of Washington Medicine launched the first-of-its-kind Sports Health and Safety Institute to advance research, education and advocacy for the prevention and treatment of sports-related concussions.

**DISASTER RELIEF**
In 2001, as a response to the September 11 attacks, the NFL and the NFL Players Association created the $10 million Disaster Relief Fund. This fund has evolved to support a wide range of activities, from immediate disaster relief efforts with the American Red Cross and United Way Worldwide to the construction of playgrounds, refurbishment of athletic fields and allocation of youth football equipment. In 2015, the NFL Foundation supported the American Red Cross as they helped communities recover in the wildfire-impacted states of California and Washington.

USA Football also helps communities that have been affected by floods, earthquakes, tornadoes, fire, theft and other disasters. In partnership with the NFL Foundation, the program makes annual equipment donations to youth and high school football organizations in recovering areas.

**HIGHEST BIDDERS HELP OUT**
There is only one place to bid on exclusive Super Bowl packages and guaranteed-authentic signed and game-used items: NFL.com/auction. Over the past five years, NFL Auction has donated more than $5 million—100 percent of its net proceeds—to NFL and team charities.

As part of Super Bowl 50, the NFL partnered with Council of Fashion Designers of America (CFDA) members to create 50 bespoke footballs. These one-of-a-kind footballs were auctioned off at NFL.com/auction and raised $90,000 for the NFL Foundation.

NFL Auction also plays a key role in raising money for the NFL’s breast cancer awareness and military appreciation campaigns by donating 100 percent of proceeds from game-used pink and camo items to the league’s charitable partners.

Learn more or bid any time at nfl.com/auction.
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, substance abuse and character education, and initiatives to increase diversity and inclusion in the league and the 32 NFL clubs.

The NFL continues to use its unique stage to support causes that affect millions of lives, from breast cancer awareness to helping the heroes of America’s Armed Forces.
PRIORITIZING PERSONAL CONDUCT

Domestic violence and sexual assault affect people of all ages in communities across the nation.

According to recent U.S. statistics,

1 IN 4 WOMEN AND 1 IN 7 MEN age 18+ have been the victim of severe physical violence by an intimate partner

25% OF YOUNG WOMEN AND 7% OF YOUNG MEN SUFFER unwanted sexual incidents in college

APPROXIMATELY 15.5 MILLION CHILDREN are exposed to domestic violence every year

3 WOMEN ARE KILLED EVERY DAY by a current or former intimate partner

23.6 MILLION people are victims of rape

1 IN 4 GIRLS AND 1 IN 6 BOYS experience sexual abuse before turning 18

Throughout 2015, the league took action to educate its staff, teams, players and the public about these critical issues while supporting those organizations dedicated to helping survivors.

PREVENTION THROUGH EDUCATION

All NFL and team employees and personnel—more than 6,000 people in total—participated in year two of domestic violence and sexual assault education during the 2015 season. These mandatory sessions looked at the impact of family violence and sexual assault on the lives of victims and survivors and stressed the critical importance of bystander intervention.

The league also incorporated domestic violence and sexual assault prevention sessions into programming for prospects during the NFL Draft and for all rookies at the annual Rookie Symposium.

SETTING A HIGHER STANDARD

The NFL overhauled the rules in its Personal Conduct Policy—tapping more than 150 expert consultants 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

To shape policies with new domestic violence and sexual assault policy measures, the league worked with nine NFL owners, including two former players, on the Conduct Committee to draft clear, fair and consistent investigatory and disciplinary protocols. These include:

- Free evaluation and counseling services for victims, families and violators
- Standards for placing violators on administrative leave during investigations
- A baseline six-game suspension without pay for violations
- League banishment for a second offense
- A clear process for appealing disciplinary decisions

RAPIDLY RESPONDING TO THOSE IN NEED

Any time of day or night, an individual in crisis can call the NFL Lifeline at (800) 506-0078. This free, confidential hotline is independently operated and staffed by trained counselors.

Also in 2015, the NFL 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.

TEAMING UP FOR SUPPORT AND AWARENESS

All 32 NFL clubs partnered with local domestic violence and sexual assault organizations in 2015. The 75 total initiatives included women’s shelter support programs, crisis center fundraisers, high school assemblies on healthy relationships, and cell phone and computer donation drives to help the victims of domestic violence and sexual assault.
EXPANDING EXPERT RESOURCES

In 2015, the NFL supported the National Domestic Violence Hotline with a first-of-its-kind PSA promoting the hotline’s services on the NFL Network and NFL.com.

With league support over the last year, the hotline increased its capacity to serve victims and survivors from the deaf community. Moving forward, the NFL plans to help the hotline:

- Move into a state-of-the-art facility that will increase its capacity to answer more calls, chats and texts
- Offer legal advocacy through a partnership with WomensLaw.org
- Educate additional service providers and advocates with wellness, assessment and cultural competency trainings
- Become the only national hotline dedicated to serving Native American women affected by domestic violence

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

- Increased sexual violence hotline accessibility and rape crisis services for underserved populations in 49 states and five U.S. territories
- Opened a national office in Washington D.C. with partners National Alliance to End Sexual Violence & PreventConnect for a multi-year collaborative strategic initiative to increase prevention and heal the effects of sexual violence in the United States.
- Launched a national grant program drawing 257 proposals to expand effective prevention programs

Our partnership continues, with the NFL and NSVRC working to:

- Elevate awareness to improve the nation’s understanding of the complexities surrounding sexual assault, and how it can be prevented
- Increase research to develop effective public policy initiatives and help decrease the number of rapes in society
- 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
- Promote action from the public and policy makers toward positive change in sexual assault prevention

In the United States, rape is the most costly crime to victims, totaling $127 BILLION A YEAR

Between 25%–50% of domestic violence victims lose their jobs due to domestic violence

Domestic violence costs United States employers up to $13 BILLION EACH YEAR

A DESIGNATED DRIVE AGAINST DUI

Since 2010, MADD and the NFL have encouraged more than 1.1 million fans to “play the most valuable position in the NFL—the designated driver.”

According to Mothers Against Drunk Driving (MADD), impaired driving kills about 10,000 people and injures 290,000 more each year. To show the impact of drugged and drunk driving, and the importance of intervention, the NFL in 2015 conducted two sessions for all NFL team employees and personnel addressing DUI and related alcohol issues. The NFL also works with MADD at the NFL Rookie Symposium and other events to educate young players about drunk driving.

The NFL has been a staunch supporter of MADD’s Campaign to Eliminate Drunk Driving, which NFL Commissioner Roger Goodell strongly endorsed at MADD’s 35th Anniversary National Conference. Teams and players have taken on a leadership role in this mission as well. The Atlanta Falcons have supported MADD Georgia’s Walk Like MADD initiative, law enforcement recognition events and underage drinking prevention programs. And Tennessee Titans tight end Delanie Walker, whose aunt and uncle were killed in a drunk driving crash, has lobbied for stronger anti-drunk driving laws and spoken to audiences around the country against this violent crime.

Debbie Weir, CEO of MADD, NFL Commissioner Roger Goodell, Colleen Sheehy-Church, National President of MADD, and Delanie Walker, Tight End for the Tennessee Titans gather together at MADD’s 35th Anniversary National Conference in Washington, D.C.

The Miami Dolphins conducted MADD sessions to educate NFL team employees and personnel on the importance of intervention and addressing DUI and related alcohol issues.
THE NFL COMMITMENT: TAKING ACTION ON DOMESTIC VIOLENCE & SEXUAL ASSAULT

UPDATED PERSONAL CONDUCT POLICY

HIRED 4 CONSULTANTS with field expertise
APPOINTED 9 OWNERS to Conduct Committee
DRAFTED CLEAR, FAIR AND CONSISTENT investigatory and discipline protocols
CONSULTED 150+ EXPERTS to review and overhaul conduct rules

INDIVIDUAL AND FAMILY SUPPORT

NFL LIFELINE (800) 506-0078
The league offers a 24-hour, free, confidential and independently operated resource with trained counselors to help individuals in crisis.

ALL 32 CLUBS HAVE ESTABLISHED CRITICAL RESPONSE TEAMS (CRT) to provide immediate and confidential crisis assistance.

RAISING AWARENESS OF DOMESTIC VIOLENCE AND SEXUAL ASSAULT

CLUB LEVEL
All 32 NFL clubs partnered with a total of 75 local domestic violence and sexual assault organizations.

NATIONAL LEVEL
NFL worked with NO MORE and Joyful Heart Foundation to air public service announcements, including one that aired during Super Bowl 50, with 112 million media impressions.

RESPONSE CAPACITY:
15% INCREASE POST-FUNDING

PEOPLE ASSISTED:
93,500 MORE THAN IN 2014 AND 40% MORE PEOPLE ASSISTED IN 2015

With league support over the last year, the hotline increased its capacity to serve victims and also survivors from the deaf community.

THE NATIONAL SEXUAL VIOLENCE RESOURCE CENTER
The NFL supported the NSVRC's efforts in sexual assault prevention, public policy initiatives and support services for victims and survivors.

EXPANDING EXPERT RESOURCES

BEYOND THE GAME   |   THE 2015 NFL SOCIAL RESPONSIBILITY REPORT
FOCUS ON THE FUNDAMENTALS: YOUTH CHARACTER EDUCATION

Social and emotional well-being matters as much as physical health. To help young people grow in these areas—including male and female high school athletes of all backgrounds, high school football players and middle school students—the NFL Foundation has donated more than $1 million for several new initiatives.
NURTURING A LOVE OF THE GAME

Victory in sports doesn’t have to mean winning at all costs. To define and promote sports as a human growth experience, former NFL player Joe Ehrmann and Jody Redman, associate director of the Minnesota State High School League, developed an innovative new educational initiative with a blueprint for systemic change within high school sports.

The goal: Get entire school communities to buy in to the intentional development of every student athlete’s educational, social and emotional well-being.

The InSideOut Statewide Initiative kicked off pilots in Colorado and Texas with in-person sessions at the Denver Broncos and Dallas Cowboys stadiums, followed by continuing support through monthly conference calls, program curricula and web and video resources. Researchers at the Institute to Promote Athlete Health and Wellness at the University of North Carolina-Greensboro are formally evaluating the results.

SUPPORTING HIGH SCHOOL COACHES

The Super Bowl High School Honor Roll program recognizes the schools and communities that have contributed to Super Bowl history. The NFL Foundation invested $1 million toward the program to help the leaders who play a big part in building the game of football and the character of its future players: the coaches. All Super Bowl High School Honor Roll football coaches received a special kit with a curriculum on character education. The InSideOut Coaching Character Kit, created by Joe Ehrmann and Jody Redman, is built on a simple premise: To be a better coach, you have to be a better you. It includes Ehrmann’s book InSideOut Coaching, video resources and lesson plans to use with players. A companion curriculum serves as a playbook to help football coaches become aware of how their own life experiences have shaped and molded them into the coaches they are today.

BUILDING SKILLS FOR LIFE

Positive character, core values and healthy relationships are the focus of Character Playbook, a new digital education program from longtime NFL partner United Way Worldwide and digital learning provider EverFi. Part of the NFL-United Way’s Youth Success platform, this scalable, evidence-based program will roll out in 32 NFL markets over the next three years, beginning with 12 NFL teams and at least 240 middle schools.

In the summer of 2015, the NFL UK office launched a pilot football and character program for 16- to 24-year-old men. The program, led by players such as 2014 Walter Payton NFL Man of the Year Thomas Davis and NFL alumni and coaches, used NFL football training techniques as a platform to engage in a conversation about critical social issues.

NFL High School Football Coaches Forums support high school football coaches in NFL markets with education and training on character and values, leadership, health and safety and issues specific to a school or region.

The goal of this program is to transfer lessons to student athletes and replicate success in local communities across the nation. In 2015, eight forums took place in six NFL markets, supported by funding from the NFL Foundation.
THE CHANGING FACE OF THE NFL—AND SOCIETY

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’s 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 Diversity Council, league employees know their voices will be heard and their concerns will be addressed.

The NFL achieved its sixth consecutive “A” grade for racial hiring practices in the 2015 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, owner 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 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 134 minority coaches in 2015, including the first-ever female participant, Dr. Jen Welter, PhD. Dr. Welter was among the seven coaching interns hired by the Arizona Cardinals for training camp.

WORKING TOGETHER ON INCLUSION

Players, coaches, athletic trainers and other football staff of all 32 NFL clubs joined former NFL players at a Respect in the Workplace meeting, where they exchanged insights on embracing diversity and inclusion, creating a culture of respect and upholding excellence in workplace conduct on and off the field.

INVITING TOP-TIER TALENT

In 2015, the league proactively invited dynamic professionals with diverse backgrounds to join its ranks through the NFL Diverse Talent Community. This invitation-only recruitment platform aims to engage, educate and support registered members and connect them with a 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.
- Responsibility to Team: As a team, we support and depend on one another.

The NFL joined GLAAD on the organization’s annual Spirit Day to take a stand against bullying and show support for LGBT youth.

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 a NFL team during training camp—ultimately aiming to increase the number of minorities working as athletic trainers.

To date, more than 300 ethnic minority students have participated, and many have earned positions with NFL teams, other professional sports teams and colleges based on the experience.

In 2015, the NFL Foundation increased its funding to the PFATS Foundation to create 32 additional scholarship opportunities for women. According to NATA, females make up the majority of athletic trainers nationwide. However, only one full-time female athletic trainer currently works for a NFL team. Through these additional scholarship opportunities, the NFL aims to open more doors for women in the NFL and provide clubs with top female candidates—helping to ensure that the league’s athletic trainer initiatives align with national workforce trends.
A BIG WIN FOR CAREER SUPPORT

Women working at the NFL have a robust resource tailored to their issues and goals. The Women’s Interactive Network (WIN), launched in 2011, is now more than 200 members strong across the league’s three main locations in New York, New Jersey and Los Angeles. WIN enables women to explore and develop their career paths at the NFL while deepening the engagement of all league employees.

WIN’s core objectives include:

- Bringing the men and women of the NFL together to educate each other on gender and diversity issues in the workplace and enhance the league’s culture
- Providing a peer network for women in the league
- Fostering the retention and career development of female employees
- Providing unique opportunities and perspectives for membership

DIVERSITY IN NFL CLUBS

- In 2015, women held 22.9 percent of all vice president positions in the NFL’s 32 clubs
- This represents a 5.1 percent increase year-over-year
- In nine franchises, 13 women were principal owners or held significant ownership stakes

DIVERSITY IN THE LEAGUE

- Female leadership has grown at a rate more than 3 1/2 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 25%/75%
  - The percentage of women at the league office with the title of vice president or above is in line with the overall percentage of women at the league office
  - Of all VPs and above, 25 percent are female
  - Of all league employees, 30 percent are female

* Source: 2015 NFL Racial and Gender Report Card

CELEBRATING THE SPORTS/LEADERSHIP CONNECTION

Sports have long played a major role in the lives of female leaders—and offer tremendous potential to do the same for the next generation. The first-ever Women’s Summit before Super Bowl 50 brought together prominent leaders from sports, government, media and other fields who know how sports can shape personal and professional success for young women. Notable participants included:

- Condoleezza Rice, 66th United States Secretary of State
- Serena Williams, World’s #1 Female Tennis Player & 2015 Sports Illustrated “Sportsperson of the Year” professional tennis player
- Angela Hucles, President, Women’s Sports Foundation, two-time Olympic and two-time World Cup medalist
- Annika Sorenstam, Hall of Fame Pro Golfer
- Jordin Sparks, Platinum-selling Recording Artist

The NFL Women’s Summit: In the Huddle to Advance Women in Sport, encouraged wide-ranging support from men and women alike for girls’ athletic participation.

In his opening remarks, Commissioner Goodell announced the league will institute a “Rooney Rule” for women in an effort to increase the number of women in leadership positions in the NFL, requiring that at least one woman be interviewed for every open executive position in the league office. The league’s new Diverse Talent Community Database will help build the pipeline of diverse candidates for these and other positions at the league office, as well as at the club level.

KEEPING GIRLS ACTIVE

In conjunction with the Women’s Summit, the NFL Foundation contributed $50,000 to the Women’s Sports Foundation Sports 4 Life Program for grants to sports-focused nonprofits serving girls ages 11 to 18 in underserved communities. The NFL Foundation will also work with the Women’s Sports Foundation to distribute 200 NFL FLAG Essentials Kits to organizations throughout the country that serve girls.

In the spirit of PLAY 60, the grants and NFL FLAG Essentials Kits aim to engage girls in physical activities for their health and the development of leadership skills. The NFL Women’s Summit builds upon the goals of NFL PLAY 60, which brings together the NFL’s long-standing commitment to health and wellness with partner organizations to tackle childhood obesity by encouraging youth to be active at least 60 minutes a day.

For more information about the NFL Women’s Summit, visit NFLWomensSummit.com.

“At the NFL, we’re proud of the fact that football regularly brings together diverse fans from all walks of life to celebrate and enjoy our game. We’re also proud of the diversity and inclusion that is reflected on our teams, at our clubs and throughout the NFL. We’ve made great strides in diversity and inclusion, and we are committed to maintaining this momentum as we continue our diversity journey.”

Robert Gulliver, Chief Human Resource Officer
HOLDING THE LINE AGAINST CANCER

A powerful team once again took the field in October 2015 in support of National Breast Cancer Awareness Month. For the seventh year, the NFL, the NFL Players Association and the American Cancer Society united for the campaign A Crucial Catch: Annual Screening Saves Lives, which reminds women about the importance of regular breast exams and mammograms.

Throughout October, NFL players, coaches and referees wore pink-accented game jerseys, cleats, gloves, hats and even headphones to help raise awareness for the campaign. All proceeds from autographed branded apparel sold at nfl.com/auction went to support the American Cancer Society’s CHANGE grant program, which makes breast cancer education and screenings available to women in underserved communities.

For the second year, Crucial Catch Day kicked off this year’s CHANGE grant projects. This national event on October 13 marked the first time $50,000 grants were awarded in all 32 NFL team markets.

GAINING GROUND
Through the NFL’s funding, the CHANGE program has funded 105 new and continuing grants in 55 communities across the country. These recipients reached 200,937 women through breast health and wellness education events, providing 93,598 breast screenings at no or low cost to underserved women.

Throughout the season, A Crucial Catch reached a total of 171 million viewers through televised games, including 70 million women 18 and older. Youth and high school teams also got in the game, raising $110,000 for the CHANGE program in 2015.

All totaled, the NFL has raised more than $9.5 million for the American Cancer Society since 2009.

See how all 32 clubs supported A Crucial Catch this past season at NFL.com/pink.

GETTING AN EDGE ON PROSTATE CANCER
Prostate cancer is the second most common cancer for men in the United States. For the seventh season, the Urology Care Foundation and the NFL have teamed up to raise awareness through the Know Your Stats’ campaign. Pro Football Hall of Famer Mike Haynes—widely recognized as one of the game’s greatest defensive backs and a prostate cancer survivor himself—traveled the country with other NFL legends to drive home the message of prostate health awareness and raise funds for prostate cancer research.

The NFL also continues to provide prostate cancer screenings for retired players, a service that began in 2007—the first year of the NFL/Urology Care Foundation partnership.
SALUTING THOSE WHO SERVE

Supporting the military at home and abroad is part of the fabric of the NFL, and Salute to Service is an important part of this longstanding tradition.

Every year, the league, its teams, partners and fans honor and give back to men and women who have served in the United States Armed Forces. Throughout November, NFL players wear helmet decals honoring the Army, Navy, Air Force, Marines, Coast Guard and National Guard. On the sidelines, players, coaches, personnel and team executives wear Salute to Service-branded camouflage apparel.

But what people see at the game is only part of the story. Every point scored during Salute to Service games generates a donation of $1,000. And after the final score is posted, game-worn apparel is auctioned off at NFL.com/auction. The league donates 100 percent of the proceeds from these efforts to its three military appreciation nonprofit partners: the Pat Tillman Foundation, the USO and the Wounded Warrior Project.

Donations exceeded $4.5 million in 2015, bringing the total since the program’s inception in 2011 to more than $9 million.

BUILDING BRIGHTER FUTURES TOGETHER

This support is making a real difference in the lives of those who have sacrificed for their country.

In 2015, the Pat Tillman Foundation provided 60 scholarships for service members, veterans and their spouses to pursue college degree programs. The foundation also named Army Sgt. Joseph Wheaton of Phoenix as its 2015 NFL-Tillman Military Scholar for exemplifying Tillman’s legacy of service. Sgt. Wheaton is now bringing his leadership skills to the education field, pursuing a master’s degree in education while working full-time as a teacher.

In 2016, the NFL will mark the 50th anniversary of its powerful teamwork with the USO. This partnership began with the USO-NFL tours that are now an annual tradition for NFL players and coaches and expanded with the league’s support of Operation Enduring Care, the USO’s campaign to support injured troops, their families and caregivers throughout the rehabilitation process.

At Walter Reed National Military Medical Center, the league created the NFL Sports Lounge inside the USO Warrior and Family Care Center, which serves as a home away from home for severely wounded, ill and injured troops recovering on the hospital campus.

The Wounded Warrior Project hosted nearly 500 severely injured veterans at 20 Physical Health and Wellness Expos across the country. The league’s donation helped to launch this project, which teaches injured veterans skills they can use to increase their community engagement.

“"The expo was a turning point in my life, and I will forever be grateful for the experience and opportunity to kick-start my new health goals.""  
Warrior Robert

A TRUE TEAM EFFORT

Throughout the 2015-2016 season, the league’s 32 clubs engaged active service members at home with on-field competitions and combine activities. Across oceans and borders, teams offered interactive video games and live feeds of Salute to Service games. The broader NFL community sent holiday cards, hosted festive meals for military families and raised funds for military charities.

During Salute to Service month, NFL and USAA teamed up online to:

- Give members of the military the chance to win tickets to Super Bowl 50
- Highlight videos of NFL players sharing why they support branches of the military
- Encourage fans to join the Salute to Service on Facebook and Twitter

GOING ABOVE AND BEYOND

Each year, the Salute to Service Award recognizes a player, coach, alumnus or team employee who demonstrates exemplary commitment to honoring and supporting the military community. USAA donates $25,000 in the winner’s honor to official aid societies representing all five military branches. Nominees, submitted by the 32 clubs, are evaluated on the type of service, the thoroughness of the program, the level of commitment and the positive effect on the military community.

In 2015, NFL and USAA presented the Salute to Service Award to Tampa Bay Buccaneers wide receiver Vincent Jackson for his support of military families. Jackson’s contributions included launching the Jackson in Action 83 Foundation, which focuses on the educational, emotional and physical needs of military children. He and his wife, Lindsey, also wrote a children’s book, Danny Dogtags: Dealing with Deployment, relaying the challenges he faced in a military family.
In July 2015, Jackson and his wife hosted the Second Annual Military Moms Baby Shower for 40 expecting or new military moms, surprising each woman with more than $1,000 in merchandise to help her care for her infants. He also treats local military families to a special game day experience through his “Jackson in Action” Front Row Fans section.

Indianapolis Colts kicker Pat McAfee was a finalist for this year’s award. Through the Pat McAfee Foundation, supported in part by the Red, White and Boomstick Cocktail Gala he hosts each year, he has distributed more than $150,000 in scholarships to the children of military personnel. In 2015, he donated more than $60,000 to military organizations and families.

Jackson was recognized at the 5th Annual NFL Honors awards show on CBS the night before Super Bowl 50. He joins a prestigious roster of award recipients:

- Retired Carolina Panthers defensive end Jared Allen (2014)
- Baltimore Ravens head coach John Harbaugh (2013)
- Chicago Bears defensive back Charles Tillman (2012)
- The late Tennessee Titans owner K.S. “Bud” Adams, Jr. (2011), a World War II veteran

Learn more about the 2015 Salute to Service nominees at NFL.com/salute.

“All recognition truly goes to those who sacrifice and serve our nation, both past and present, and their continued efforts to protect our freedom.”

Vincent Jackson, 2015 Salute to Service Award Winner

“Coming from a military family himself, Vincent has not only made an incredible personal commitment to support military families through his foundation’s contributions, but has also inspired so many others to join his worthy cause.”

Vice Admiral (Ret.) John Bird, USAA’s Senior Vice President of Military Affairs
2015 SALUTE TO SERVICE TEAM NOMINEES

Arizona Cardinals
Larry Fitzgerald, Jr. (WR)

Atlanta Falcons
Dan Quinn (Head Coach)

Baltimore Ravens
Steve Smith, Sr. (WR)

Buffalo Bills
Manny Lawson (LB)

Carolina Panthers
Ron Rivera (Head Coach)

Chicago Bears
Matt Slauson (G/C)

Cincinnati Bengals
Johanna Kappner (Staff)

Cleveland Browns
Alex Mack (C)

Dallas Cowboys
Darren Woodson (Former S)

Denver Broncos
Malik Jackson (DE)

Green Bay Packers
Zeke Bratkowski (Former QB)

Houston Texans
Brian Cushing (LB)

Indianapolis Colts
Pat McAfee (P)

Jacksonville Jaguars
Roy Miller (DT)
One of two nominees submitted by the Jaguars

Jacksonville Jaguars
Matthew Smiley (Assistant Special Teams Coach)
One of two nominees submitted by the Jaguars

Kansas City Chiefs
Mike DeVito (DE)

Miami Dolphins
Jason Fox (OT)

New England Patriots
Robert Kraft (Owner)

New Orleans Saints
Sean Payton (Head Coach)

New York Giants
Tom Coughlin (Head Coach)

New York Jets
Eric Decker (WR)

Oakland Raiders
Napoleon McCallum (Former RB)

Philadelphia Eagles
Zach Ertz (TE)

Pittsburgh Steelers
Alejandro Villanueva (OT)

St. Louis Rams
Jeff Fisher (Head Coach)

San Francisco 49ers
Torrey Smith (WR)

San Diego Chargers
Mike McCoy (Head Coach)

Seattle Seahawks
Jermaine Kearse (WR)

Tampa Bay Buccaneers
Vincent Jackson (WR)

Washington Redskins
Andre Roberts (WR)

During Super Bowl Week, the NFL, USO and USAA hosted active service members and their families for a special Military Breakfast. Former and active members of the military and their families enjoyed the NFL Experience for free, with a Military Lounge created by USAA just for them.
“We will continue to embrace our role in society and our deep commitment to strengthening communities. We look ahead to the future in anticipation that the best is yet to come.”

Roger Goodell, NFL Commissioner
For more information, please visit www.nfl.com/community or email socialresponsibility@nfl.com.