



NFLPA

NFLPA Celebrates NFL Athletes AND...Their Causes

OVERVIEW

NFL players' influence, passion and dedication follow them on and off the field. Over the last several years, we have seen NFL players develop into businessmen, entrepreneurs and philanthropists. Athletes are doing things outside of the game like launching a tech company, kickstarting a global hunger project and climbing Mount Kilimanjaro to promote sustainable water. They are transcending sports to be more than just athletes. To celebrate the unique attributes of its player members while boosting their impact, the NFL Players Association has programs and initiatives that support these efforts beyond the playing field.

Community MVP: When they're not scoring touchdowns or sacking quarterbacks, NFL players are finding ways to serve their hometowns and team cities throughout the year. The "NFLPA Community MVP" honor is a weekly recognition of those players committed to making a positive impression in their communities during the season.

Player Camps: Another avenue of support developed by the NFLPA is the Player Camps Program, which connects players with NFLPA partners to enhance their camps and missions of promoting healthy living, self-esteem, teamwork and other life lessons to thousands of boys and girls each summer.

#AthleteAnd: The NFLPA's newest initiative – #AthleteAnd – rewrites the narrative around "sticking to sports." The campaign encourages players to share their stories about what defines them as more than just an athlete. The NFLPA also provides resources to develop each player's "And" through real world experiences, brand building as well as, educational and personal growth.



NFL player Michael Thomas is an athlete and advocate.



NFL player Malcolm Jenkins hosts Next Level Youth Camp

MAJOR CHARITIES/ PROGRAMS SUPPORTED

Even fans recognize that NFL players are athletes AND people who care about making a difference. A survey by the NFLPA and Morning Consult showed that affinity for NFL players transcends teams. One reason fans root for various players across team lines is in part because athletes have become more involved in improving their communities. Whether urging players to share their stories via #AthleteAnd or advocating on behalf of organizations and charities, the NFLPA and its partners strive to promote the players' efforts to be known as more than athletes.

With more than 2,000 NFL players in the league, there are no limits to how players are involved in supporting their causes.

- Calais Campbell donated \$20,000 to organizations that help domestic violence victims and youth in his hometown of Denver.
- Brandon Carr pledged \$12,500 per game to fund free screenings and diagnostic mammograms through the National Breast Cancer Foundation.
- Malcolm Jenkins hosted Next Level Youth Football camp, which goes beyond teaching football fundamentals by focusing on educating youth about the importance of a healthy, balanced lifestyle, mentally and physically. Parents even had the opportunity to take a financial literacy course.

TARGETED COMMUNITIES

Many of the communities directly impacted are connected to players' own stories – from supporting cancer research, STEM education, local hospitals and youth programs to inspiring change at the grass-roots levels. The desire to give back to communities they either call home or have become home drives their efforts. Through Player Camps, NFL athletes connect with NFLPA partners to help players foster personal growth and development among children and young adults. Community MVP highlights groups who benefit from the honorees' generosity, including at-risk kids, young entrepreneurs and those battling illness. Furthermore, through #AthleteAnd, the NFLPA offers players a different lens to view themselves through and inspires them to claim their identities as more than what others might depict them as being.

ACCOMPLISHMENTS:

- Eighteen Community MVPs are honored each season for their extraordinary contributions to their communities during the season.
- NFLPA Player Camps has grown from six sites in 2015 to providing support at more than 200 in 2019. More than 40,000 kids across the country were positively impacted this year alone by generosity from players and their camp partners.
- More than 80 athletes have shared their "And" as part of the #AthleteAnd campaign, with several defining themselves by the causes they support.

OUTSTANDING PARTICIPANTS:

The NFLPA survey also found that personality, community impact and involvement in charity are most important in the perception of NFL players. The stories of players pursuing a variety of passions off the field emboldens each of the NFLPA's programs and initiatives.

- Nick and Bradley Chubb launched the Chubb Foundation in 2017 to use sports as a platform to activate human potential.
- Dennis Gardeck is an #AthleteAnd Community Servant by visiting children's hospitals, attending Play60 events and serving homeless shelters.
- Beau Allen is an #AthleteAnd Waterboy who helps bring clean water to depressed communities, highlighted by his summiting Mount Kilimanjaro this past summer with The Chris Long Foundation.

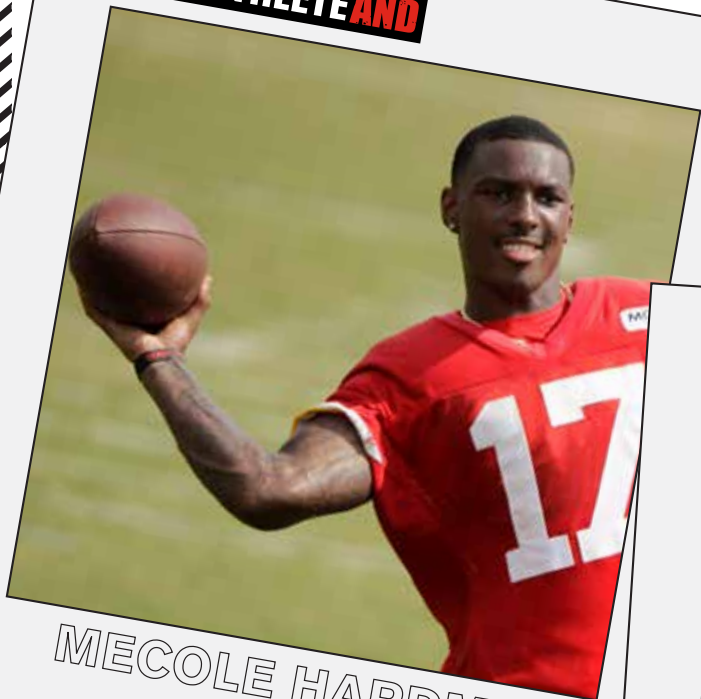
CONTACT INFORMATION

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ATHLETES ARE DEFINED BY **MORE** THAN
THE PLAYS THEY MAKE ON THE FIELD.

THEY ARE **ATHLETES AND...** COMMUNITY
SERVICE SUPERHEROES, SPECIAL
NEEDS ADVOCATES, MENTORS,
BRIDGE BUILDERS, MENTAL HEALTH
AMBASSADORS AND MORE.

 **#ATHLETEAND**



MECOLE HARDMAN

WHAT'S YOUR **AND**?
Helping the special needs community

 **#ATHLETEAND**



MICHAEL THOMAS

WHAT'S YOUR **AND**?
Advocate

 **#ATHLETEAND**



DENNIS GARDECK

WHAT'S YOUR **AND**?
Community Servant

Mecole Hardman, Dennis Gardeck, and Michael Thomas are just a few NFL players who are giving back through their causes. The NFLPA celebrates the hard work and dedication of these athletes through campaigns like #AthleteAnd, Community MVP and the Player Camp Program, as well as by connecting partners and players to unique, cause-related initiatives.



#ATHLETEAND



OVERVIEW:

Because all youth deserve the opportunity to experience the transformative power of running, since 1999, New York Road Runners (NYRR) has offered free youth running and fitness programs and events to nearly two million kids over the past 20 years. In 2017 NYRR introduced **Rising New York Road Runners** as an evolution of previous offerings. Based on the latest research learnings in physical activity, Rising New York Road Runners teaches fundamental movement skills in an age- and ability-appropriate way.

Designed to get kids moving and foster a lasting love of physical fitness at a young age, Rising New York Road Runners builds confidence and sets the stage for an active lifestyle throughout adulthood.

PROGRAMS SUPPORTED:

In addition to Rising New York Road Runners, NYRR offers other free programs that help promote an active lifestyle for kids of all ages and abilities, on the track and in the classroom.

- **Rising New York Road Runners Wheelchair Training Program:** Year-round weekly training sessions, in-school resources, and competitive events for children dependent on wheelchairs.
- **NYRR Run for the Future:** A scholarship program that introduces 11th grade girls to the sport of running while focusing on goal setting and healthy body image.
- **Youth Ambassadors:** A workshop-based public speaking and communication skills program that allows participants to showcase their accomplishments through speaking engagements at NYRR events.
- **1 for You 1 for Youth:** Through NYRR's partnership with New Balance, for every pair of shoes sold at the NYRR RUNCENTER, a pair of shoes is donated to an NYRR youth program participant.



ACCOMPLISHMENTS:

Beginning in January 1999 as an after-school program at one school in Red Hook, Brooklyn, NYRR's youth offerings have grown to annually serve 250,000 students ages 2-18 across the nation. In 2019, Rising New York Road Runners served 1,363 unique sites, including 50 percent of NYC public schools, across 43 states and launched nine new sites across Puerto Rico. As NYRR looks ahead, the goal is to serve half a million kids by 2023.

Additionally, through *1 for You 1 for Youth*, NYRR and New Balance have distributed more than

16,000 pairs of running shoes since the program's inception in 2017, adding to the overall total of more than 25,000 pairs of shoes donated by NYRR since 2007.

OUTSTANDING PARTICIPANTS:

Jenny Simpson, Olympic medalist and Rising New York Road Runners Ambassador & Special Advisor

After being introduced to the sport through a public-school program, Jenny has gone on to an illustrious running career including an Olympic bronze medal and a world championship title.

"This is personal for me. I discovered running through an elementary school program and experienced the positive benefits that fitness programs like Rising New York Road Runners can have on creating a lasting relationship with running."

Rachel Pratt, NYRR Senior Vice President of Youth & Community Services

Rachel spearheaded the launch and creation of Rising New York Road Runners

"What I get from running I want to give to the kids and the community. I believe there is a real power in that and the transformational power of running."

CONTACT INFORMATION:

Interested in bringing Rising New York Road Runners to your school, community center, or after-school program? Apply now at strides.nyrr.org

To make a donation to support our free programs, visit nyrr.org/getinvolved/donate



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NYRR NEW YORK ROAD RUNNERS

RUN FOR LIFE



OVERVIEW:

When the Las Vegas Convention and Visitors Authority's inaugural College Mentorship Program was launched in fall 2018, the mission was clear: prepare the next wave of students at the University of Nevada, Las Vegas (UNLV) to fill the rapidly expanding job opportunities in the sports marketing field in Las Vegas. While Las Vegas has long been known for hosting world-class sports special events, the recent addition of professional sports has significantly expanded the industry.

PROGRAM SUPPORTS:

The program pairs each of the 31 UNLV students with a mentor who works in some aspect of sports marketing. The mentors represent 17 organizations, including the Vegas Golden Knights, Caesars Entertainment, Las Vegas Aces, Las Vegas Bowl, Las Vegas Lights, Boyd Gaming, Las Vegas Aviators, Las Vegas Motor Speedway, MGM Resorts International, Raiders, and more.



ACCOMPLISHMENTS:

In its first year, the program successfully helped pave the way for many of the mentees to go on to internships in sports marketing. Beyond giving the students hands-on experience with a diverse array of jobs in the sports marketing field, the program is educating the students about the extensive impact sports tourism has on the local community and its economy. It's also helping organizations identify and nurture a pool of talented students who are already familiar with the unique aspects of living in one of the world's most iconic tourism destinations.



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PGA REACH, the 501(c)3 charitable foundation of the PGA of America, designed PGA WORKS to diversify the golf industry's workforce. PGA WORKS leverages fellowships, scholarships, career exploration events, and the PGA WORKS Collegiate Championship to inspire and engage talent from diverse

backgrounds to pursue key employment positions in marketing, communications, sales, and more across the golf industry.



PGA WORKS Collegiate Championship

The most culturally significant championship in collegiate golf provides 200 student-athletes from Historically Black Colleges and Universities, Hispanic-Serving Institutions and other Minority-Serving Institutions with the opportunity to compete in a national championship.

PGA WORKS Career Expo

One of the best opportunities for golf industry employers to connect one-on-one with student-athletes from diverse backgrounds during the PGA WORKS Collegiate Championship to explore internships and entry-level employment opportunities.

PGA WORKS Fellowship

A one-year, paid immersion in a PGA Section Foundation's operations. This entry-level employment experience provides an up-close look at all a career in the golf industry can provide.



PGA WORKS Scholarship

Designed for individuals who want to turn their passion for playing golf into a profession via the PGA Golf Management University pathway offered at 18 universities. Students can earn their Bachelor's Degree in a golf industry-compatible major and PGA of America membership.



PGA WORKS Beyond the Green

A career exploration event that provides a behind the scenes look at the

operations of a PGA of America Major Championship and connects high school and college age students with exemplary business professionals in sport — all in an effort to educate and inspire this talent about pursuing a career in the \$84 billion golf industry.

To learn more about PGA WORKS, follow us @PGAWORKS on LinkedIn, Instagram, Twitter and Facebook, or visit PGAREACH.org.



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OVERVIEW

Through MLS WORKS, Major League Soccer (MLS) and its clubs undertake various initiatives that enrich and educate our youth, create sustainable communities and promote inclusion at all levels of the game.

MAJOR INITIATIVES/PROGRAMS

MLS is dedicated to providing an environment in which our staff, players, partners and fans are treated with dignity and respect. Introduced by MLS WORKS in 2018, *Soccer For All* signifies that everyone is welcome to MLS regardless of race, color, religion, national origin, gender, gender identity, disability, sexual orientation or socioeconomic status, and emphasizes the League's commitment to drive positive social change and end discrimination.

MLS and its clubs conduct season-long initiatives that provide inclusive opportunities in-stadium and for members of the local community, including sensory rooms, authentic first-team soccer experiences for individuals with and without intellectual disabilities, mini-pitch builds and youth soccer programming. MLS and its clubs also support commemorative awareness months including Black History Month, Women's History Month, LGBTQ Pride Month and Hispanic Heritage Month.

While the commitment to *Soccer For All* is ongoing, *Soccer For All* month integrates and promotes a number of existing partnerships and programs that showcase the collective efforts taking place throughout the league to foster more inclusive communities. During June 2019, local club activations included Special Olympics Unified Sports® Soccer Exchange Matches presented by MLS WORKS and ESPN, anti-bullying programming, girls and women leadership events, LGBTQ Pride Nights and parades, health and wellness activities, as well as soccer clinics and events for homeless youth, displaced individuals, power (wheelchair) soccer teams and youth from underserved communities.

The annual *Soccer For All* campaign launched with a public service announcement (PSA) featuring all 24 MLS clubs, highlighting the diversity of our players and new this year the integration of MLS fans, reinforcing the message that all are welcome.

MLS is committed to addressing the league's greenhouse gas (GHG) footprint by undertaking community initiatives in partnership with our clubs and aiming to reduce league-wide emissions.

In the lead up to Earth Day, more than 2,200 staff members throughout the league completed approximately 4,500 hours of service during the 4th annual "Greener Goals" Week of Service. MLS players also wore special adidas x Parley eco-friendly kits crafted using threads made from upcycled plastic waste, encouraging fans to decrease their use of single use plastics.



Where impacts could not be reduced, MLS offset select GHG emissions associated with all club travel for the entire 2019 MLS regular season including flights, ground transportation and accommodations. In addition, MLS offset select impacts related to 2019 All-Star Week, playoffs and 2019 MLS Cup including travel and stadium operations. To date, MLS has offset 24,500 tons of CO2 emissions through the purchase of carbon offsets from clean cookstove projects in Africa that are positively impacting the lives and well-being of over 14,000 women and children. This is equivalent to the emissions generated from 20,000 road trips from BC Place in Vancouver to Inter Miami CF Stadium in South Florida and corresponds to the volume of carbon dioxide removed from the atmosphere by 5,000 soccer pitches covered in Pine Trees in one year. MLS has also invested in local sustainability projects including community gardens, tree plantings and recycling efforts around MLS tentpole events.

"Soccer Kicks Cancer" exemplifies the league's long-standing commitment to the fight against cancer. As part of Childhood Cancer Awareness Month in September, MLS conducted its 6th annual *Kick Childhood Cancer* campaign benefitting Children's Oncology Group (COG), the world's largest organization devoted exclusively to childhood and adolescent cancer research. *Kick Childhood Cancer* is promoted nationally on broadcast, in-stadium, on social and digital channels, and by all 24 MLS clubs through local activations.

Throughout the month, gold promotional elements were featured in-stadium, as MLS players wore special edition adidas *Kick Childhood Cancer* training tops during procession and national anthem. To close out the campaign, eMLS players united for '24-Hours of FIFA 20' – a live 24-hour stream on Twitch to raise awareness and funds for COG.

Additional cancer awareness efforts take place throughout the season to support various organizations including Cycle for Survival, Hope & Heroes Children's Cancer Fund, Make A Wish Foundation, and many local organizations dedicated to fighting cancers affecting men, women and children.



MLS is dedicated to increasing the accessibility of soccer, enriching and educating youth and creating sustainable legacy projects in communities where we live and play our games.

As part of the 2019 MLS All-Star week, MLS WORKS, the U.S. Soccer Foundation and Target hosted the MLS WORKS + Target All-Star Community Day to celebrate the opening of two new soccer mini-pitches. Community members were treated to All-Star

themed activities including age-based soccer clinics for local youth, while volunteers installed community gardens, delivering access to locally grown produce. Two park benches, produced from upcycled plastic bottles (collected following game days at Exploria Stadium), were also donated to the school.



The new partnership between MLS and Liga MX is centered around several on-field competitive events, and just as importantly, the two leagues are committed to collaborating in the community to drive positive change. As part of Campeones Cup 2019, Atlanta United and Club América partnered with the Latin American Association (LAA) and Sequoyah Middle School in Atlanta to refurbish the soccer space utilized by the local community and LAA's youth mentorship program. Players from both teams dedicated the new play space and conducted soccer clinics for participating youth.



Community service efforts extend throughout the year with support from league corporate partners Wells Fargo, Allstate, AdvoCare, Univision and Southern New Hampshire University to recognize our players' charitable efforts, provide equipment to underserved communities and acknowledge the impactful work our fans and supporters are undertaking in their local markets.



The MLS community, including players, clubs, staff, fans and partners seek to enrich the lives of those in need through positive social impact across the United States and Canada.

For more information on MLS WORKS initiatives and charitable partners, please visit **MLSsoccer.com/MLSWORKS** and follow us on Twitter and Instagram **@MLSWORKS**. To contact the department, email **mlsworks@mlssooccer.com**.



Major League Soccer is dedicated to addressing important social issues and improving communities where we live and play our games.

Through MLS WORKS, the League's social responsibility platform, Major League Soccer and its clubs seek to enrich the lives of those in need across the United States and Canada.



@MLSWORKS

[MLSsoccer.com/MLSWORKS](https://mlssoccer.com/mlsworks)



OVERVIEW

Major League Baseball (MLB) is the most historic professional sports league in the United States and the best-attended sport in North America. Across Baseball, our mission is to strengthen and enhance the communities in which we operate, and MLB has a long tradition of supporting the communities where we live, work and play — through strategic programs and partnerships, corporate giving and employee volunteerism. With 30 Clubs across the U.S. and Canada, and with offices in Mexico City, London, China, Japan and the Dominican Republic, MLB remains committed to making an impact across local and global communities, perpetuating the sport's larger role in society.



MAJOR CHARITIES SUPPORTED

MLB provides significant financial and in-kind support to its three main charitable partners — Boys & Girls Clubs of America, Jackie Robinson Foundation and Stand Up To Cancer (SU2C).

The mission of Boys & Girls Clubs of America is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. In its 23rd year as the official charity of MLB, BGCA receives more than \$20 million in annual financial and in-kind contributions, including PSAs, advertising, game day events, tickets and holiday donations.



BGCA Youth of the Year Sabrina M. with Baseball Commissioner Rob Manfred



Founded by Rachel Robinson in 1973 to perpetuate the memory of Jackie Robinson, the Jackie Robinson Foundation (JRF) administers one of the nation's premier education and leadership development programs for minority college students. In addition to four years of generous financial assistance, JRF offers a comprehensive set of support services that has led to a consistent, nearly 100% graduation rate. MLB supports more than 30 four-year JRF scholarships — including one for each MLB Club — and has pledged \$2 million to the foundation's Jackie Robinson Museum project.

Stand Up To Cancer is a groundbreaking initiative created to accelerate innovative cancer research that will get new therapies to patients quickly and save lives. A founding donor of SU2C, MLB and its 30 Clubs have committed more than \$50 million to SU2C's collaborative cancer research programs, providing invaluable support for research which has helped lead to six FDA approvals for new cancer therapies.

TARGETED COMMUNITIES

Reviving Baseball in Inner Cities (RBI) is a Major League Baseball youth outreach program designed to increase participation and interest in baseball and softball among underserved youth and promote greater inclusion of youth with diverse backgrounds. Established in 1989, RBI has grown from a local program for boys in South Central Los Angeles to an international campaign encompassing more than 200 cities and as many as 150,000 male and female participants per year. In 2010, Jr. RBI was launched, designed to create new playing divisions that provide baseball and softball opportunities for children ages 5-12 that also serve as a feeder to the age 13-18 baseball and softball divisions.

Since inception of the program, Major League Baseball and its Clubs have designated more than \$40 million worth of resources to the RBI program. RBI Leagues utilize the game of baseball and softball to teach positive life skills, such as teamwork and leadership qualities, and motivate participants to stay in school and pursue post-secondary education, as school attendance/performance is a requirement for joining and remaining on many RBI

teams. RBI has been embraced in so many communities because it teaches kids that being a success in life takes more than succeeding on the ballfield — it also means succeeding in the classroom and in the community.

OUTSTANDING PARTICIPANTS

Cleveland Indians veteran pitcher Carlos Carrasco was named the 2019 recipient of the Roberto Clemente Award. Named in honor of the Hall of Famer, 15-time All-Star and great humanitarian, the Award saluted Carrasco for his exemplary efforts to support local and global communities, spanning the domestic U.S., Kenya and his home country of Venezuela.

The Roberto Clemente Award is the annual recognition of a Major League player who best represents the game of Baseball through extraordinary character, community involvement, philanthropy and positive contributions, both on and off the field.

Baseball Commissioner Robert Manfred said: "We are proud to welcome Carlos Carrasco to the prestigious fraternity of Roberto Clemente Award winners. The Roberto Clemente Award is the most important individual player Award due to the genuine impact that Major League Players have on those who are most in need. Carlos, through his global philanthropic efforts, is an excellent example of someone who selflessly acts on behalf of the less fortunate and embodies the spirit of our game's most celebrated humanitarian."



Carlos Carrasco (center) with Luis Clemente and Rob Manfred

PARTNERS:



CONTACT INFORMATION

For more information on Major League Baseball in the community, please visit MLBCommunity.org.

**Boys &
Girls &
Safe Places &
Coaching &
Teamwork**

&

**Whatever
It Takes to
Build Great
Futures.**



**Thank you to Major League Baseball
for their continued partnership with
Boys & Girls Clubs of America.**

For more than 20 years, MLB and Boys & Girls Clubs of America have worked together to provide kids and teens across the country with fun, energetic activities that encourage fitness and healthy habits. Together, we do whatever it takes to build great futures for America's youth.



**BOYS & GIRLS CLUBS
OF AMERICA**

BGCA.org/MLB