PLAYERS COALITION HISTORY

Players Coalition was founded in 2017 by co-founders Anquan Boldin and Malcolm Jenkins who began engaging professional athletes, coaches, and owners across leagues to improve social justice and racial equality in our country. The work is focused on four key pillars: Police & Community Relations, Criminal Justice Reform, Education, and Economic Advancement.

Since October 2015, Anquan Boldin has been educating himself and engaging in criminal justice reform after the loss of his cousin, Corey Jones. Malcolm Jenkins began his own journey in July 2016.

It is important to note the timing as they, and other players such as Doug Baldwin, were quietly pushing for very specific changes to the criminal justice system long before this was a national news story. Players Coalition members are solution-oriented and personally invest significant time and resources to educate themselves on various issues impacting their communities to identify where their influence can have the greatest impact.

VISION & MISSION

VISION: Players Coalition exists to end social injustices and racial inequality so future generations have opportunity to thrive without barriers.

MISSION: Our mission is to achieve social and racial equality using Players Coalition influence and support to impact systemic social and civic change in the areas of Police & Community Relations, Criminal Justice Reform, Education, and Economic Advancement in low-income communities.

PC SUPPORTERS

Players Coalition was founded in 2017 by co-founders Anquan Boldin, NFL 2015 Walter Payton Man of the Year, and Malcolm Jenkins, 2017 NFLPA Byron “Whizzer” White winner, and is governed by a Task Force Board of 11 voting members. We continue to grow in numbers of ambassadors with the collective goal of making an impact on social justice and racial equality at the federal, state, and local levels through advocacy, awareness, education, and allocation of resources. Our members are solution-focused and invest personal time and resources to educate themselves on various issues affecting their communities to identify where their influence can have the greatest impact.

TASK FORCE MEMBER BIOS

Anquan Boldin

Anquan Boldin is a former NFL wide receiver, three-time Pro Bowler, and Super Bowl Champion. As co-founder of Players Coalition, Boldin's focuses include bail reform, education, economic advancement, policing, prosecutor accountability, and voting.

Malcolm Jenkins

Malcolm Jenkins is a three-time Pro-Bowler, two-time Super Bowl Champion, 2017 NFLPA Byron Whizzer White Award Winner, and safety for the New Orleans Saints. As co-founder of Players Coalition, Jenkins' focuses include bail reform, clean slate, policing, probation & parole, prosecutor accountability, and voting.

Chris Long

Chris Long is a former NFL defensive end, 2x Super Bowl Champion, and 2018 Walter Payton NFL Man of the Year. As a Players Coalition Task Force Member, Long's focuses include clean slate and drug reform.

Devin McCourty

Devin McCourty is a two-time Pro-Bowler, three-time Super Bowl Champion, defensive captain for the New England Patriots, and Chair of Players Coalition's Education & Economic Advancement committee. As a Players Coalition Task Force Member, McCourty's focuses include bail reform, education, and prosecutor accountability.

Doug Baldwin

Doug Baldwin is a former NFL wide receiver, two-time Pro Bowler, and Super Bowl Champion. As a Players Coalition Task Force Member, Baldwin's focuses include policing and education.

Demario Davis

Demario Davis is an All-Pro linebacker for the New Orleans Saints, 2020 NFLPA Alan Page Community Award Finalist, and Players Coalition Task Force Member. His focuses include education, immigration/ICE, funding public defenders, voting, and prosecutor accountability.

Benjamin Watson

Benjamin Watson is a former NFL tight end, Super Bowl Champion, and 2018 Walter Payton Man of the Year Finalist. As a Players Coalition Task Force Member, Watson focuses on education and juvenile justice.

Kelvin Beachum

Kelvin Beachum is an NFL offensive tackle, 2018 Walter Payton NFL Man of the Year Nominee, and Players Coalition Task Force Member. Beachum's focuses include bail reform, education & prosecutor accountability.

Torrey Smith

Torrey Smith is a former NFL wide receiver, 2x Super Bowl Champion, and Players Coalition Task Force Member. Smith's focuses include education & economic advancement.

Josh Norman

Josh Norman is a cornerback for the Buffalo Bills, Pro Bowler, and Players Coalition Task Force Member. Norman's focuses include education and immigration/ICE.

Josh McCown

Josh McCown is an NFL quarterback and Players Coalition Task Force Member. McCown's focuses include education and economic advancement. McCown has also pushed for accountability in law enforcement.

VALUE

The unique value proposition of Players Coalition is the ability to leverage an unparalleled, mainstream platform to REACH MILLIONS and INFLUENCE ACTION among loyal fans, youth, and the general public in an impactful way to affect systemic and civic social change and achieve social justice and racial equality, by elevating the work of subject matter experts, community advocates, and grassroots organizations.

By tackling key issues with guidance from a variety of evidence-based, subject matter experts, Players Coalition members have become credible messengers to generate mass popular support and mobilize action to highlight and correct the systemic and civic inequalities in our country.

ORGANIZATIONAL STRUCTURE

Players Coalition is made up of two affiliated, legally distinct tax-exempt organizations. The organizations each take different approaches to fulfill a common purpose of addressing social justice and racial equality with an emphasis in the areas of Police & Community Relations, Criminal Justice Reform, Education, and Economic Advancement.

> **Players Coalition Charitable Foundation**: a public charity under Section 501(c)(3) of the Internal Revenue Code to provide public benefit through education, community programs, and resources to support grassroots organizations delivering direct services strengthening police & community relations and education & economic advancement opportunities.
>
> **Players Coalition Advocacy Initiative**: a campaigning and advocacy organization recognized under Section 501(c)(4) of the Internal Revenue Code taking action to achieve social justice and racial equality by pressing lawmakers to support effective policies and programs to end systemic inequality and racism through criminal justice and youth justice reforms.

GRANTMAKING

Players Coalition is committed to achieving meaningful impact on root issues around social justice and racial equality. Our priority is to ensure grantmaking efforts are focused and impactful in accelerating systemic change and elevating the work of key grassroots organizations providing direct services. Grant proposals are by invitation only.

KEY PILLARS

- POLICE & COMMUNITY RELATIONS
    - **Guiding Objectives**: End racial disparity and criminalization of poverty in policing and criminal justice. Establish greater trust between the police and community by having a significant impact in the reduction of police brutality.
    - **Top-Line Issues**: Policing in Schools, Police Transparency & Accountability, Police Misconduct
    - **Statistics**:
        - 1,099 people killed by police in 2019

        - 3x more likely to be killed if you're black
        - In a study between 2011-2014,3.49x more likely to be shot if you're black
        - 1.7 million students attend school with a police officer but no school counselor
    - **In the News:**
        - https://www.post-gazette.com/sports/pirates/2020/06/19/chris-archer-update-msnbc-appearance-players-coalition-qualified-immunity/stories/202006190088
        - https://www.news5cleveland.com/sports/browns/browns-players-and-staff-sign-letter-to-congress-supporting-police-accountability-bill
- CRIMINAL JUSTICE REFORM:
    - **Guiding Objectives**: Contribute to change in local and state government policies through advocacy impacting criminal justice reform legislation. Educate the public on social justice and racial equality issues directly impacting local communities, and engage public participation towards solutions.
    - **Top-Line Issues**: Bail Reform, Juvenile Justice, Mass Incarceration
    - **Statistics**:
        - 555,000 people held nightly without a conviction
        - $13.6 billion taxpayer money spent on holding people presumed innocent in custody
    - **In the News:**
        - https://theshadowleague.com/anquan-bolidin-tells-us-how-players-coalition-is-attacking-voter-suppression-in-florida/
        - https://www.cleveland.com/opinion/2020/08/ohio-must-stop-sentencing-kids-to-die-in-prison-chris-hubbard-kendall-lamm-and-justin-morrow.html
- EDUCATION
    - **Guiding Objectives**: Bridge the technology and resource gap in low-income communities to provide access to equitable education opportunities for youth in under-resourced schools. Address and reduce racial disparity in school discipline.
    - **Top-Line Issues**: Digital Divide, Education Resource Equity, Disparate Discipline in Schools
    - **Statistics**:
        - 2x more likely to be suspended if you are a black student
        - 1,700,000 students attend school with a police officer but no school counselor
        - An estimated 42 million Americans do not have access to home internet
        - Roughly six-in-ten parents with lower incomes said it's likely their homebound children would face at least one digital obstacle to doing their schoolwork
    - **In the News:**
        - https://www.nfl.com/news/players-coalition-urges-senate-to-pass-educational-relief-package
        - https://www.cbs8.com/video/news/local/morning-extra/la-rams-player-sebastian-joseph-day-writes-op-ed/509-5e5e3f33-2289-4739-b761-37dc7e469c1e
- ECONOMIC ADVANCEMENT:
    - **Guiding Objectives**: Close opportunity gap for students in low-income communities. Reduce generational poverty by providing financial capability services to underserved populations. Connect low-income, young adults as well as justice impacted citizens to the economic mainstream through skill development, education, training and experience.
    - **Top-Line Issues**: Digital Divide, Generational Poverty, Reentry and Recidivism
    - **Statistics**:

        - The average net worth for a white family is $171,000 while the average the net worth of a Black family is $17,150
        - About 10.5 million children or 14.4% of children lived in poverty in 2019 (pre-COVID).
    - **In the News:**
        - https://www.espn.com/nfl/story/_/id/29071067/nfl-players-coalition-give-3-million-help-black-communities-virus
        - https://www.usatoday.com/story/sports/nfl/columnist/bell/2020/04/21/nfl-players-coalition-expands-social-justice-coronavirus-help/2995206001/

WORK ACROSS LEAGUES

Players Coalition is made up of professional athletes, coaches, and owners across sports leagues to improve social justice and racial equality in our country.

PLAYER QUOTES:

BAIL

- "I think that is a huge amount of injustice and cruelty and it is pretty inhumane." - Demario Davis
- "We're just continuing to allow the status quo to exist." - Demario Davis

POLICE ACCOUNTABILITY

- "Our communities desire a better relationship with law enforcement. Players Coalition will work with CPE to draw awareness to the sources of racial disparity in policing and advocate for reforms that can reduce them." - Doug Baldwin
- "As we continue to advocate for police accountability and transparency and efforts to stop the school-to-prison pipeline, Players Coalition will collaborate with Advancement Project National Office on a local and statewide level to boost visibility and political education around these issues." - Demario Davis

MASS INCARCERATION

- "America has an incarceration problem. Through working with The Justice Collaborative, players will use our voices to advocate for change on a state and local level to address the root issues behind incarceration. Incarceration doesn't solve the problem, it exacerbates the poverty problem in America." - Malcolm Jenkins

YOUTH

- "I want to leave this world in a better place than I found it." - Doug Baldwin
- "In the past year, we've been shocked to see how some of our youth, especially youth of color, are being thrown into our juvenile and criminal court systems. In working with the National Juvenile Defender Center, players will help educate and seek justice for kids." - Devin McCourty
- "Players Coalition will be working alongside Communities In Schools to advocate for state-level grassroots policy to level the playing field in schools as well as reinforce the importance of education with students." - Chris Long

ECONOMIC ADVANCEMENT

- “We want to help close the Opportunity Divide.” - Torrey Smith

VOTING

- “The votes need to go to where the issues are. That’s one of the things we think we have the opportunity to do right now. Not tell people which way to vote but educate them what is up. What are they voting for. What are the issues that are out there.” -Malcolm Jenkins
- “I think the right to vote is something that was fought for in this country for all demographics. It's something that allows us -- no matter the color of our skin, no matter our economic background -- to have a voice. I think the right to vote is what makes America America. It's what makes this country one where people, no matter if you were born into a family of wealth or if you were born into a family of poverty, you all have that one vote. And it's important that we believe that vote matters and that vote counts.” -Benjamin Watson (on voter’s rights reform)
- “I think it's important for athletes to use their platform in the right way. But more so than just getting out to vote, I think you have to be knowledgeable about what you're voting for. I think a lot of the times the state and local elections are sometimes even more important than your presidential elections because those are the elections that can really affect your day-to-day life.” -Anquan Boldin
- “To me, it is important to vote people into office that are focused on uniting people together behind a morally conscious agenda.” - Doug Baldwin
- “Elections are very important because we as a people are powerful only when we use our voice and work together. When we see our voices collectively create change, it allows us to realize our true power and gives us hope for the future.” -Demario Davis
- “The election year is important because it gives us as citizens an opportunity to create change by using our power to vote. We have to take advantage of our individual voices by voting and telling others to vote as well.” - Devin McCourty

EDUCATION

- “I would love to see children made a priority where the already lean educational resources remain intact and there are no additional efforts to defund education to support other projects or sectors. In our efforts to provide equity in education, we must protect the limited resources we already have and build on that foundation rather than subtract from it.” - Kelvin Beachum
- “We have the power to elicit change. Our input and demand for accountability can improve social and economic outcomes for our country. With election season around the corner, it is imperative that we remember the value of our voices. We elect officials to fight for our hopes and needs. It’s time to speak up about what matters most to us rather than leaving all decisions to a select few.” - Kelvin Beachum

OTHER

- “I believe in the power of team and the power of unity.” - Demario Davis
- “We can get further together than we can ever get alone.” - Demario Davis
- “We just want to see justice in our country.” - Demario Davis
- “A lot of people ask me why did I put myself in this situation, why did I get involved and my response to them is always, why not?” - Doug Baldwin
- “For me it's just finding time to make these things a priority.” - Kelvin Beachum
- “When it hits home, it takes on a different dynamic.” - Anquan Boldin
- “What we try to be at the Players Coalition is solution oriented.” - Demario Davis
- Why You- “Why Not Us?” - Anquan Boldin

- “It would be disrespectful to our families and friends if we didn’t use our platform.”- Demario Davis
- “We come from these communities and we have the platform to speak on it. When you look at the people who are being policed and those who are being affected by the school to prison pipeline and mass incarceration and when you look at those who are predominantly living below the poverty pipeline. These are communities that we come from. Those are our families and those are our friends so we could never turn a blind eye to the situation. We’re going to be affected by it.” -Demario Davis
- “We are American’s first. We are citizens first. We are Black men first. Issues don’t go away just because we put a helmet on and run around on a football field.” - Torrey Smith
- “I would like to see society shift more towards the direction of valuing people as humans rather than assets” - Doug Baldwin
- “The fight continues means that there is more work to be done. We have come a long way but we have a long way to go.” - Doug Baldwin
- “The Players Coalition exists to end social injustices and racial inequality so future generations have an opportunity to thrive without barriers. #TheFightContinues until institutional racism is called out as a barrier to forward progress and appropriately addressed. In community relations, education, social justice, and beyond, this group of athletes will continue to advocate for policy change and equality until real change and progress are made and reinforced through measurable records.” - Kelvin Beachum
- “I would like to see us as people work to find more common ground in issues vs disagreements. I’d love to see us work more to find ways to collaborate vs divide.” - Demario Davis
- “The fight continues reminds me that the fight is a marathon, not a sprint. Also, it’s a relay, not a single man race. So with that, we must be persistent and we must do our part in our leg of the race.” - Demario Davis
- “In 2020 I would love to see the juvenile age raised in Massachusetts. Keeping young teenagers out of the system and encouraging them to pursue education gives them a chance to be great.” - Devin McCourty
- “(#TheFightContinues) Means not settling for small victories. It’s the mentality and understanding that there’s a lot of work to be done and we will continue to do that work no matter what.” - Devin McCourty
- “When I look at our communities, our country, our justice system, those are things I want to change and I’m committed to changing, and that’s going to take sacrifice. Laying the foundation is the hardest part, and requires a lot of sacrifice and time.” -Malcolm Jenkins
- “We're in a unique time in our country. In the athlete community, there is a discovery of the power of our voices. Guys aren't afraid to challenge those who are in position to make decisions.” -Anquan Boldin
- “I think it’s important, especially right now, to take a stand for what we believe in. I believe in taking care of the poor and oppressed, as we are called to do by our Creator. When there is an opportunity to do so, I’m going to go towards it instead of turning away from it.” -Demario Davis
- “It’s one thing for us to hear about the injustices that continue to occur, but in order to properly advocate and tell others, you have to listen and you have to learn.” -Benjamin Watson

EXTERNAL QUOTES/ENDORSEMENTS:

POLICE ACCOUNTABILITY

- “The Center for Policing Equity uses data on police behavior to identify burdensome and disparate practices—and help police prevent them. By leveraging the insights of behavioral science, we arm law enforcement and the communities they are sworn to protect with tools to hold departments accountable to the values of their communities. The support from the Players

Coalition will allow us to grow these efforts to do science in pursuit of justice." - Dr. Phillip Atiba Goff, Co-Founder & President

- "We are excited to collaborate with the Players Coalition Charitable Foundation to combat systemic racism and raise awareness about the challenges thousands of people of color navigate each day in the criminal legal system. Our current criminal legal system is the legacy of slavery and Jim Crow and is too often presented as a 'solution' to issues which are better addressed by additional investments in public health and education. While police in white communities are there to protect and serve, in Black and Brown communities they exist for law and order. As a result, these communities are over-criminalized, experiencing higher arrests, incarceration and conviction rates. Through our partnership with Players Coalition Charitable Foundation, we aim to dismantle the structures that fuel mass incarceration, criminalize poverty and funnel students from school to prison. We are also excited about partnering with NFL players to help communities re-imagine public safety and center the voice of those directly impacted to change the public narrative that criminalizes people of color." - Judith Browne Dianis, Executive Director of Advancement Project's National Office

MASS INCARCERATION

- "America locks-up more people than any other country, criminalizes poverty, needlessly separates children from their parents, and throws away people who make mistakes. And taking away so many people's respect and dignity has not increased our safety. The Justice Collaborative seeks to identify the people with the most power to change these injustices – and to make sure that they do it. The Players Coalition and their tremendous platform plays a critical role in placing pressure on the actors with the ability to reverse mass incarceration and restore human dignity, and we are privileged to work with them." - Jessica Brand, Wren Collective

YOUTH

- "For young people in our juvenile courts, the essence of access to justice is access to legal counsel." - Mary Ann Scali, executive director of the National Juvenile Defender Center
- "All of our nation's students deserve a level playing field." - Communities In Schools President and CEO Dale Erquiaga

ECONOMIC ADVANCEMENT

- "Every year, Year Up ensures the economic advancement of thousands of low-income young adults, providing them with the skills and experience to secure meaningful-wage careers at top companies." - Gerald Chertavian, Year Up Founder and CEO.

OTHER

- "I'm proud to call Malcolm Jenkins a partner in reforming Philadelphia's criminal justice system. Every city in America should have a Malcolm Jenkins. We need to applaud dedicated people like him – people who use their time, talent, and influence to address systematic inequality in our communities." -Keir Bradford-Grey, The Enquirer

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