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Players Coalition Announces Three New Grant Partners in Detroit as part of its \$1M Commitment to Violence Prevention

Detroit, MI - On April 25th, former NFL player, Players Coalition Advocate, and transformational speaker Jeremiah Brown gathered with students and community leaders at Henry Ford High School in Detroit to announce Players Coalition's three newest, local grant partners: [*Detroit Heals Detroit*](#), [*The Peoples Action*](#), and [*The Yunion*](#). Brown engaged with youth in student-led conversations about their direct experiences and the benefits of programming aimed at strengthening protective factors for young people in Detroit. This event, coinciding with the 2024 NFL Draft week, underscores the power of sports-driven partnerships to uplift and advance community-led solutions to root causes of violence.

Players Coalition, an athlete-led nonprofit organization committed to advocating for social justice and racial equity, is centering violence prevention as the anchor driving its advocacy, grantmaking, and player engagement in local communities. “Investing in and supporting community-based organizations and nonprofits directly benefiting our Black and brown youth who are disproportionately affected by violence, is critically important,” **said Brown**. “Players Coalition hopes to be a catalyst for more partners to engage with and amplify the work being done by these amazing organizations to provide opportunity and healing for our young people.”

As part of its ongoing commitment to violence prevention initiatives, Players Coalition publicly committed \$1 million to support community-based strategies aimed at reducing gun violence and fostering youth and community well-being. This announcement took place in Washington DC on April 17, 2024, laying the groundwork for partnerships and grants to organizations across the country focused on community safety, public health, education, and mental health and healing.

“We are excited to be in partnership with Players Coalition to ensure racial equity and the decriminalization of poverty in Detroit, specifically amongst our young people,” **said Dr. Sirrita Darby**, Executive Director of Detroit Heals Detroit. “We envision this partnership strengthening Detroit neighborhoods and improving the quality of life for the community by helping our youth heal from their trauma together. When the youth in neighborhoods heal, the community begins to heal.”

“The Peoples Action is honored to partner with Players Coalition. Their investment will allow us to expand our reach and impact, helping us to create a safer and more vibrant community for all residents of Detroit,” **said Negus Vu**, Founder and President of The Peoples Action. “We deeply appreciate their support and trust in us to carry out this important work in the City of Detroit.”

“With more than 800 young men on our wait list, the work of The Yunion's Cave of Adullam Transformational Training Academy can't move forward without the help of supportive organizations such as Players Coalition. This award will allow us to provide much needed wrap-around services to

four new groups of students, including life skills, tutoring, and mental health support," **said Nicole Wilson**, Executive Director of The Yunion.

By highlighting the collaborative work of these organizations all collectively dedicated to supporting youth and strengthening Detroit's communities, Players Coalition aims to drive support and awareness of their proactive solutions to reducing risk factors and root-causes leading to violence.

About Players Coalition

[Players Coalition](#) is an independent 501(c)(3) (charity) and 501(c)(4) (advocacy) organization, working with more than 1,400 professional athletes, coaches, and owners across professional sports leagues to improve social justice and racial equality in our country.

About Detroit Heals Detroit

Detroit Heals Detroit exists to foster healing justice for Detroit youth to transform their pain into power. The organization combats trauma by using healing centered engagement, while simultaneously working to dismantle oppressive systems for marginalized Detroit youth.

About The Peoples Action

The Peoples Action is a grassroots resident driven organization dedicated to improving the lives of Detroiters, through advocacy and direct programming efforts in five key areas: Community Development, Direct Resources, Basic Needs, Community Advocacy and Safety.

About The Yunion

The Yunion, home of The Cave of Adullam Transformational Training Academy (CATTA), is a faith-based non-profit organization that serves youth and families with life-changing programs that help them thrive in the Metro Detroit area.

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