



**PLAYERS
COALITION**

IMPACT REPORT

MAY 2025

Players Coalition is a **player-led, player-driven** independent 501(c)(3) (charity) and 501(c)(4) (advocacy) organization, working with more than 1,500 professional athletes, coaches, and owners across leagues.

By advocating, empowering, investing, and serving, **we aim to use our collective impact to create systemic change and forge a more just and equitable society.**

\$50.5M

TOTAL CUMULATIVE GRANTS AND CONTRIBUTIONS DIRECTED SINCE 2018

30

LEGISLATIVE AND POLICY WINS

133

OP-EDS AND LETTERS WRITTEN TO ELECTED OFFICIALS

12 LEAGUES

REPRESENTED, INCLUDING THE NFL, MLB, MLS, NWSL, PLL, AND MORE

30 COLLEGES

SUPPORTED, WITH RECENT PARTNERS INCLUDING HOWARD UNIVERSITY, UNIVERSITY AT BUFFALO, AND IOWA STATE UNIVERSITY

**ADVOCATE INVEST
EMPOWER SERVE**

PLAYERS COALITION OVERVIEW

PILLARS

Players Coalition addresses issues across four key social justice pillars. Efforts have resulted in changes to voter laws and juvenile justice reforms, outreach with police in underinvested communities, and improved funding for educational opportunities across the country.

1 POLICE & COMMUNITY RELATIONS

2 CRIMINAL JUSTICE REFORM

3 EDUCATION

4 ECONOMIC ADVANCEMENT

KEY PRIORITIES

Our focus areas prioritize providing PC support for strategies, initiatives, and legislation that strengthen communities and address the interconnected root causes of racial and social inequities.

BUILDING & PRESERVING BLACK WEALTH

COMMUNITY SAFETY & VIOLENCE PREVENTION

YOUTH JUSTICE

STUDENT-ATHLETE EMPOWERMENT

ADVOCACY

We use the power of athlete influence and collective action to advocate for critical legislation and policy that support our key priorities. Current athlete activism is dedicated to:

DEBT FREE JUSTICE

Those impacted by the criminal justice system are further impacted by fines and fees that are owed to the court. Players Coalition has been advocating for the reduction or removal of fines and fees that prevent people from being free of the justice system.

ENDING JUVENILE LIFE WITHOUT PAROLE

The United States is the only country in the world that permits youth to be sentenced to life without parole. 25 states and D.C. have banned juvenile life without parole (JLWOP). Players Coalition has been advocating for ending JLWOP across remaining states.

BREAKING CYCLES OF GUN VIOLENCE

Players Coalition has invested over \$1.3M in grants to organizations committed to ending gun violence and addressing its root causes. Through meetings with the White House and legislators on Capitol Hill, players continue to advocate for policies and funding to support violence prevention and community violence intervention through a public health approach.

PROTECTING HEIRS PROPERTY RIGHTS

Players Coalition is advocating for adoption of the Uniform Partition of Heirs Property Act in states nationwide, which offers a framework to resolve disputes over heirs' property - or land or a home passed down through generations without clear legal documentation of ownership.

CAMPAIGNS

Players Coalition supports active campaigns driving awareness and creating pathways to opportunity for youth focused on:

TEACHING TRUTH

FINANCIAL LITERACY

STEM EDUCATION

CIVIC ENGAGEMENT

VIOLENCE PREVENTION

DIGITAL EQUITY

RESTORATIVE JUSTICE

MENTORSHIP

RESOURCE PARTNERS

