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Contact: Angela LaChica, Players Coalition
Phone: (619) 504-5442
Email: angela@players-coalition.org

Players Coalition to Announce \$1M Commitment to Violence Prevention at the Community Justice Advocacy Summit on Capitol Hill

WASHINGTON, DC- On April 17th NFL Legend and Players Coalition Co-Founder, Malcolm Jenkins, alongside former Major League Soccer star Justin Morrow, and other advocates of the Players Coalition announced its \$1M investment in violence prevention at a press conference on Capitol Hill. The event was held in partnership with Players Coalition grant recipient Community Justice as part of the organization's second annual Policy & Advocacy Summit and Lobby Action Day.

Players Coalition, an athlete-led nonprofit organization committed to advocating for social justice and racial equity, is centering a public commitment to violence prevention as the anchor driving its advocacy, grantmaking, and player engagement in communities across the country with priority focus in Washington DC, Pennsylvania, Michigan, Louisiana, Texas, Arizona, and California in 2024.

"Violence is not just a criminal justice issue; it is a public health crisis," **said Jenkins**, "our commitment to violence prevention reflects our dedication to addressing the root causes that contribute to violence. And through our platform we will continue to advocate for community-led solutions and increased funding, while building awareness nationally around the violence epidemic facing our country."

With the intention to proactively invest in, and uplift community-based strategies aimed at reducing gun violence and fostering youth and community well-being, the grants will be awarded to nonprofits and community-based organizations across the country. Each grant recipient will meet a set of criteria that includes addressing gun violence through a public health lens with attention on increasing protective factors for youth and strengthening communities.

As part of Community Justice's lobby day, Jenkins and Morrow joined over 100 advocates and community violence prevention and intervention workers, survivors, and policy experts to educate congressional offices, request funding for gun violence prevention programs, totaling up to \$468 million in the FY25 appropriations legislation, and share information about federal grant programs. Members of Congress can promote with CVI organizations in their states and districts. Advocates called for \$200 million to fund the Department of Justice's (DOJ's) Community Violence Intervention and Prevention Initiative (CVIPI) and \$268 million to fund the Centers for Disease Control and Prevention's (CDC's) Community and Youth Violence Prevention Program. Both programs are meant to prevent and reduce gun violence through evidence-based strategies and partnerships.

“A public health approach to gun violence prevention starts with cross sectoral investments in community violence intervention strategies, frontline CVI workers and survivors of violence to break cycles of violence in their communities,” **said Amber Goodwin, founder of Community Justice.** “We’re honored to build on our partnership with the Players Coalition to advance our shared vision for a safer future grounded in community-led solutions proven to curb this epidemic — one where the shadow of violence no longer looms over our families. With the Players Coalition support, we’re poised to drive impactful change here and now through policy, advocacy, and strategic investment in Black and brown communities most affected by violence.”

"We are proud to stand alongside the Community Justice Action Fund in our collective efforts to combat gun violence," **said Morrow,** "together, we can drive meaningful change and create safer, more equitable communities for all."

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 Community Justice

[Community Justice](#) builds power for and with communities of color to end gun violence, and is a non-partisan project of Tides Center.

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