



NFL Alumni – 2021 Year in Review

In spite of the difficulties and uncertainties around us over the last year, 2021 was a year of growth and impact for NFL Alumni (NFLA) as it expanded its efforts to execute against its triple mission of “caring for kids,” “caring for our community,” and “caring for our own.”

Working With our More Than 40 Chapters to Support Local Communities

To support the NFLA mission related to “caring for kids,” and “caring for the community,” NFLA National and [its Chapters](#) hosted more than 45 events and fundraisers, including youth sports camps, toy drives, and golf tournaments—such as the Red, White, and Blue Celebrity Golf Classic—raising more than \$2.6 million to support local organizations and charitable causes. Beneficiaries of these efforts in 2021 included American Family Children’s Hospital, Apache Junction Reach Out, Athletes for Vets, Broward Children’s Center, Casey’s Companions, Center for Child Protection, Children’s Dyslexia Center, Deborah Heart and Lung Center, Disabled Veterans, Fellowship of Christian Athletes, Harvesters, HeartShare Human Services of New York, New Jersey Minority Coaches Association, NFL Player Care Foundation, River City Youth Foundation, the Umbrella Club, YMCA, and many others.



In support of our mission of “caring for kids” and “caring for our community,” NFL Alumni hosted more than 45 events raising more than \$2.6 million for charitable causes.

Improving the Health of our Members and our Communities



Improving health of communities we serve—including the former NFL player community—is a big part of what we do. In 2021, NFLA launched initiatives to protect individuals against COVID-19, educate and support individuals suffering from obesity, raise awareness of and support heart health through screening, learn about innovative advances being made to improve brain health, and explore and participate in research involving regenerative medicine. All of NFLA’s health programs are featured on the [NFL Alumni Health](#) website.

In 2021, NFLA launched a [wellness challenge](#) as part of its awareness and education initiative, [Huddle Up! Let’s Talk Obesity](#). This initiative encourages open dialogue about the impact of excess weight on overall health, while providing resources to support long-term wellness.



About NFL Alumni

Founded in 1967 by a small group of successful retired NFL players, [NFL Alumni](#) is one of the oldest and most well-respected retired player organizations in professional sports. NFL Alumni’s mission is focused on “caring for our own,” “caring for children,” and “caring for the community.” NFL Alumni has multiple entities in place to help it achieve its mission, including its 501(c)3 foundation, [NFL Alumni Health](#), [NFL Alumni Ventures](#), and [NFL Alumni Academy](#), just to name a few.

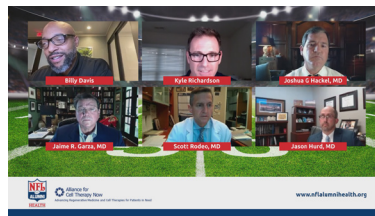
NFL Alumni — 2021 Year in Review



Dozens of NFLA Ambassadors—including Dick Butkus, Mike Golic, Franco Harris, William Perry, and Steve Young—have shared their own personal insights and experiences and have provided steps to address weight concerns in a positive, proactive manner. In a recent survey of NFLA members, 40 percent said that they had made a change as a result of the program.

Huddle Up Ambassadors were featured in The Dr. Oz Show this past October and November with TV viewership totaling nearly 2 million. Interviews with both Dick Butkus and Bart Oates during a media day in November generated more than 77 million impressions in national media coverage.

In 2021, as part of its [NFLA Health Regenerative Medicine Program](#), which was launched in 2020 with support from the Marcus Foundation, NFLA Health hosted [six educational sessions](#) involving nationally recognized experts and former players to share the latest science around regenerative medicine, including what questions individuals should be asking before seeking treatment or participating in a clinical trial. A guide to support patients is also being developed, which will be released to NFLA members and the public in early 2022. The program is guided by an [expert advisory committee](#) comprised of former players and leading, nationally recognized experts in the field.



In 2021, through its [partnership with Sanford Health](#)—NFLA Health promoted health and wellness among NFL Alumni members and their families by offering discounted health and wellness services, including executive health and regenerative medicine, and senior care and services through the Good Samaritan Society. The two organizations are also partnering to advance research and enable former players to leave a legacy, through the creation of a “biobank.”

In 2021, NFLA also launched a [partnership with the Alzheimer’s Association](#) aimed at raising awareness of the disease, while also providing care and support resources for those impacted by dementia.

NFLA has also taken several additional steps to educate and support its members in managing their health and well-being, including hosting more than 25 virtual educational offerings on health topics such as Alzheimer’s, cancer, COVID-19, mental health, and weight management, and offering other free and discounted health-related services, including lab tests, telehealth offerings, addiction services, and other wellness services, including hyperbaric oxygen therapy.

In 2021, NFLA launched efforts to protect individuals against COVID-19, support those suffering from obesity, improve heart health, explore innovative advances related to brain health, and advance research related to regenerative medicine.

NFL Alumni — 2021 Year in Review

Stepping Forward in the Fight Against COVID-19

As the percentage of COVID-19 cases continued to grow, in 2021, NFL Alumni Health launched the [NFLA COVID-19 Education and Awareness Campaign](#) in partnership with the CDC, to encourage individuals to talk to their doctors, get the facts, and make an informed decision about vaccination.



More than 80 former and current NFL players have lent their voices to the campaign—many as [NFL Alumni Ambassadors](#)—offering public service announcements, serving as media spokespersons, posting on social media platforms, and participating in vaccination events across the country. Participating players have included 24 Super Bowl champions, 38 Pro Bowlers, and 16 members of the Pro Football Hall of Fame, including NFL greats Cris Carter, Gary Clark, Boomer Esiason, Marshall Faulk, Franco Harris, Justin Jefferson, Howie Long, Anthony Munoz, Shaun O'Hara, Andre Reed, Jerry Rice, Will Shields, Phil Simms, LaDainian Tomlinson, and Rod Woodson.

Working hand in hand with its Chapters, NFLA hosted more than [17 events in 13 cities](#) across the country in 2021, including Atlanta, Baltimore, Cincinnati, Dallas, Fargo, Jacksonville, Los Angeles, Nashville, Paterson, Phoenix, Richmond, Santa Ana, and Tampa Bay. Several additional events are planned for 2022, including those being held in Chicago, Los Angeles (as part of Super Bowl week), New Orleans, and Redwood City, CA.



Since August 2021, the NFLA COVID-19 campaign has been featured in more than 390 media stories with a potential of 2.9 trillion potential impressions. Through a combination of social media postings from NFLA, NFLA Health, 20 participating NFLA Chapters, and NFLA Ambassadors, the Campaign has achieved more than 14 million social media impressions.

In support of our mission of “caring for the community,” more than 80 former and current NFL players and 12 NFLA chapters lent their voices to NFLA’s Vaccination Education and Awareness Campaign in 2021, yielding more than 390 media stories, up to 2.9 trillion media impressions, and 14 million social media impressions.

NFL Alumni — 2021 Year in Review

Caring for our Own

In addition to offering health and other services to former NFL players, NFLA is also helping its members in many other ways. One example is the [NFL Alumni Academy](#), where top-graded free agent players that have been released from NFL training camps are offered an opportunity to further develop their skills and realize their potential to sign with NFL teams by training under the tutelage of elite former NFL coaches and others at the Pro Football Hall of Fame Stadium in Canton, OH. Working directly with all 32 NFL teams, more than 60 players participated in the program in 2020 and 2021. The Academy saw the majority of its participants receive workouts, sign contracts and play in games, or join practice squads with NFL teams during the past two seasons. Learn more about [NFL Alumni Academy](#).



Also, in support of the NFLA mission of “caring for our own,” in 2021, NFLA launched [NFL Alumni Ventures](#) (NFLAV), which is working to generate new income streams for thousands of Alumni. In just the past few months, more than 400 former players have begun earning revenue by participating in NFLAV partnerships with SUPER (a division of Facebook), SIGND, Orange Comet, and NFL Alumni Direct, powered by [Millions.co](#). Through [NFL Alumni Direct](#), powered by [Millions.co](#), more than \$10 million has been allocated to support former NFL players. Players earn income by watching sporting events with fans, creating their own custom merchandise lines, and hosting direct-to-consumer videos and live-stream events. NFLAV is also developing its own events and content and providing resources and support for Alumni-owned businesses. Learn more about [NFL Alumni Ventures](#).

These are just some of the programs that NFLA is offering to former NFL players to further their careers and bolster their physical, mental, spiritual, and financial health after the game. In addition to the partners outlined above, many corporate members, such as Amada Senior Care and Eleve Health, help NFLA support its mission of “caring for our own.”

Partners Play a Critical Role in Carrying Out Our Mission

NFLA—including its more than 40 chapters—relies on a broad range of supporters to carry out its triple mission of “caring for kids,” “caring for our community,” and “caring for our own.” Supporters include philanthropic organizations, individual donors, corporate members and sponsors, federal, state, and local agencies, individual NFL members, the National Football League, and many others, including the partners described above. NFLA is grateful for their support. As we look ahead to 2022, NFLA looks forward to continuing to carry out its mission, working closely with its partners, its more than 40 chapters, and its members, including former NFL players and their families.



Beasley Reece
Chief Executive Officer, NFL Alumni



Bart Oates
President, NFL Alumni

In support of our mission of “caring for our own,” NFL Alumni is supporting players in their post-NFL lives.