

**+4.36B**

Readership

**\$14.8T**

Earned Media Value

**+24.5M**

Coverage views

\*Numbers do not include broadcast views

**+271**

Pieces of Coverage

**\$3.65M**

Grants & Contributions

**1**

Critical MLS Hires

**+170**

Players, Coach, & Staff Represented

**4**

Legislative & Policy Wins

**6**

OP-EDS

**6**

Organizations Formed

**BLACK PLAYERS FOR CHANGE**

# BLACK PLAYERS FOR CHANGE

## OVERVIEW & IMPACT

**#TOGETHERTHEREWILLBECHANGE**

## GLOBAL IMPACT CAMPAIGNS

### BLACK PLAYERS FOR CHANGE

June 19th, 2020 Twelve founding Executive Board members along with 65 founding members formally announced the formation of Black Players For Change (BPC) The first Black Player lead organization in soccer history.

### #MLISBLACK | SOLIDARITY DEMONSTRATION

On July 8th, 2020 170+ Major Leagues Soccer players, coaches and staff came together before the start of the #mlisblack tournament to stand together in solidarity in their fight against racial injustices Black Americans face across the states. This demonstration would reverberate throughout global news during the Coronavirus lockdown and inspire other individuals of color and/or African descent to voice their injustices and create unions and organizations around creating a more equitable stake for all.

### #MLISBLACK SOLIDARITY TOP

BPC negotiated a deal with adidas to create what would be known and worn as the #mlisblack solidarity top available to purchase at an increased price point of \$35 with 100% of proceed going towards The NAACP Legal Defense and Education Fund, 100 Black Men of America and Players Coalition.

**\$132,075.00**

FUNDS RAISED

**191,606**

MLS INSTAGRAM VIEWS

**32,479**

MLS INSTAGRAM LIKES

### MLS UNITES TO VOTE

A league-wide, non-partisan initiative to help players, staff and fans register to vote and participate in this year's election. Resulted in 95% of registration within League ecosystem

### 2020 HUMANITARIAN OF THE YEAR

BPC is recognized for significant impact in the soccer community and awarded \$5,000 by MLS Works

### BLACKOUT COLLECTION

The Blackout Collection was an exclusive drop of eight limited edition hand dyed customised jerseys in collaboration with Participation Trophy Studio. The collection was inspired by each players' collective and individual experiences during 2020 and was featured on Soccer.com 100% of proceeds were donated to Harlem FC.

### JUNETEENTH | OWN YOUR VOICE

In honor of Juneteenth, MLS celebrated for the first time in Soccer history a Black historical holiday that signified the day the last slaves were freed. The game-worn jerseys from each team and their commemorative boxes were auctioned off in three phases from June 21-July 19. Proceeds from the auctions benefited organizations supporting and uplifting Black communities in the markets of MLS teams.

**\$150,500.00**

FUNDS RAISED

**497**

UNITS SOLD

**26**

ORGANIZATIONS IMPACTED

### REGGIE CANNON | I LOVE OUR FANS

During heighten racial sensitivity MLS ran with a headline "Reggie Cannon Disgusted by fans booing" which sparked further racial attacks towards Reggie Cannon. BPC ran a parallel campaign saving the character of Reggie Cannon and relationship with fans. BPC also consulted MLS on the insensitivity shown in their aid to provide more exposure to the racial injustices black males were facing during this time. This also encouraged other people of color to share their racist experiences online.

# PARTNERSHIPS & AFFILIATES

## BLACK WOMEN'S PLAYERS COLLECTIVE

The Black Women's Player Collective (BWPC) is a nonprofit organization that elevates the image, value, and representation of Black women as athletes and leaders in business, industry, and public and private institutions. Black Women's Player Collective Joins Black Players for Change, Adidas, Musco Lighting, and the U.S. Soccer Foundation in the Creation of 12 New Mini-Pitches

## MUSCO LIGHTING

Musco has been involved in providing structural support for lighting systems for more than 30 years and has partnered in projects with the U.S. Soccer Foundation for more than 20 years. The 12 mini-pitches are made possible thanks to a significant investment by Musco Lighting.

## NEW YORK RED BULLS

NYRB is the first MLS club to partner with BPC, the U.S. Soccer Foundation, Musco Lighting, and adidas on mini-pitches that honor BPC. Since 2018, RBNY alongside the U.S. Soccer Foundation, Newark Board of Education, and Wells Fargo have been working to dramatically increase access to safe places to play and evidence-based soccer programming at Newark Public Schools.

## NEW ENGLAND REVOLUTION

The New England Revolution and the Kraft family launched the New England Revolution Players Collaborative Fund to support organizations working to create meaningful change in the New England community. A committee of Revolution players, members Black Players For Change, will distribute \$20,000 bimonthly, donated by the Kraft family, awarding grants to local grassroots organizations that are working to promote equity and end systemic racism.

## NEW YORK CITY FC

NYCFC has proudly partnered with BPC and BWPC. This season, the partnership will include the construction and opening of a mini-soccer pitch for the local community at Colonel Young Playground in Harlem on Juneteenth.

## U.S. SOCCER FOUNDATION

BPC, Musco Lighting, and the U.S. Soccer Foundation announced that community mini-pitches will be installed in honor of the founding 12 Executive Board Members of Black Players for Change (BPC) over the course of 2021. These mini-pitches are part of a new, long-term partnership between the organizations aimed at removing systemic barriers that keep children of color from playing the game. U.S. Soccer Foundation's programs are the national model for sports-based youth development in underserved communities. Since its founding in 1994, the Foundation has established programs proven to help children embrace an active and healthy lifestyle while nurturing their personal growth beyond sports.

**\$2,250,000**  
PLEDGE TO DATE

**15**  
SOCCER MINI PITCHES

**563,545**  
POPULATION IMPACTED

## INDEPENDENT SUPPORTERS COUNCIL, BLACK WOMEN'S PLAYERS COLLECTIVE, BLACK PLAYERS ASSOCIATION OF USL

BPC, BWPC, BPA joined with the Independent Supporters Council (ISC) to announce programming plans in honor of Juneteenth, the date traditionally marked for the end of slavery. This initiative raised awareness of the importance of Juneteenth and the formation of their respective organizations through game day televised TIFO displays and a collaborative 1865 top. Money raised through merchandise sales of the 1865 Collection: Celebrate Freedom Tee designed by Chris Fox and Phelo Alonso for a future day of service amongst all the organizations which will be in support and collaboration with the Black soccer community. Participants in this year's programming used the hashtag #TogetherThereWillBeChange to mark their activities.

**+55K**  
PARTICIPANTS

**23**  
GAME DAY TIFO DISPLAYS

**76**  
ORGANIZATIONS IMPACTED

## 100 Black Men x BPC x MLS All-Star Barbershop Panel

100 Black Men of America in collaboration with Black Players for Change and MLS WORKS, hosted a candid conversation on building wealth equity within the Black community. Total unique viewers via Twitter 40,700

## TORONTO FC & MAPLE LEAF SPORTS FOUNDATION

Toronto FC, MLSE Foundation and Black Players for Change come together to launch "UNITE" – an initiative to raise funds during TFC's playoff run to provide youth equitable access to sport in Toronto.

## MLSPA, SCORE & BPC

In a historic display of player solidarity, the Major League Soccer Players Association (MLSPA), BPC, and Soccer Collective on Racial Equality (SCORE) announce their formal partnership to combat racism, advocate for all forms of social justice and human rights, and to increase Black, Latinx, women, and LGBTQ representation in all aspects of American soccer.

# PARTNERSHIPS & AFFILIATES

## PLAYERS COALITION

Players Coalition and Black Players for Change announce formal partnership and consolidated effort to pursue their overlapping humanitarian and educational social justice missions. These organizations represent a purely player-founded and player-driven effort to implement positive impacts on social justice and racial equality through advocacy, awareness, education and a shared allocation of resources.

## PITCH BLACK

MLS ERG working group formed as a result of BPC.

## MAJOR LEAGUE SOCCER

MLS pledged \$1 million to Black Players for Change over 4 years.

## MLS DIVERSITY, EQUITY & INCLUSION COMMITTEE

The first diversity, equity and inclusion committee in MLS history founded on Oct. 19, 2020. Comprised of, Earl Edwards Jr., Sean Johnson, Quincy Amarikwa, Justin Morrow, Jeremy Ebobisse, Sola Winley, Marty Edelman, Arthur Blank, Dee Haslam, Jorge Mas, John Ingram, Jamil Northcutt, Ali Curtis, Robin Fraser, Tony Sanneh and Eddie Pope.

## MLSPA Donation

Under its Collective Bargaining Agreement, the MLSPA donated \$100,000 collected from players to Players Coalition in support of the MLSPA's partnership with BPC.

## SILENT PARTNER

\$250,000 contribution towards BPC organizational growth.

**EXECUTIVE VICE  
PRESIDENT AND CHIEF  
DE&I OFFICER SOLA  
WINLEY**

**NBPA**

**BLACK  
COACHES OF  
CANADA**

**SCORE**

**BLACK PLAYERS  
ASSOCIATION OF  
USL**

## BLACK PLAYERS FOR CHANGE OVERVIEW & IMPACT

Black Players for Change (BPC) is an independent 501(c)(3) organization consisting of over 170+ members working to bridge the racial equality gap that exists in society. BPC is committed to tackling the racial injustices that have limited Black people from having an equitable stake in the game of soccer and society. Among the many goals, the organization strives to advance the attention on human rights inequalities from protest to programs, partnerships, and policies that address systemic discrimination.

## DIRECT COMMUNITY IMPACT

### #CALLYOURSENATOR

BPC joins our brothers and sisters advocating for the much-needed and long overdue passage of the George Floyd Justice in Policing Act. #CallYourSenators

### MORE THAN A VOTE

BPC teamed up with the LeBron James-led nonprofit More Than A Vote to encourage voting in the Nov. 3 election.

### DOWN-BALLOT VOTING

BPC recorded a PSA about the upcoming Indianapolis School board election to raise awareness on the importance of down-ballot voting as there are four seats up for election on the school board.

### CALIFORNIA VICTIM COMPENSATION PROGRAM

BPC and other Players Coalition (PC) advocated for the need to pass CA299. The bill would broaden access to California's Victim Compensation Program to include instances of police violence - specifically those resulting in serious bodily injury or death.

### CALIFORNIA CRISES ACT

BPC members are supporting a social media campaign around the California CRISES Act, urging the legislature and Governor to approve the bill which would provide non law-enforcement based responses to people in crisis.

### OHIO SENATE BILL 256

Ohio Senate Bill 256: In 2020, BPC and other Players Coalition (PC) advocates helped successfully pass a bill that will abolish the sentence of life without the possibility of parole for kids, and grant parole eligibility for kids who are sentenced to extreme sentences in adult prison.

# DIRECT COMMUNITY IMPACT

<p><b>CALIFORNIA RACIAL JUSTICE ACT</b></p>	<p><b>QUALIFIED IMMUNITY TOWN HALL</b></p>	<p><b>OHIO: STAND YOUR GROUND _ OP-ED</b></p>
<p>Senate Bill 2542 - In 2020, California Racial Justice Act: BPC and other Players Coalition advocates successfully urged Governor Newsom to pass SB2542, which will allow people who have their convictions infected by racial bias to challenge their convictions and receive relief. An individual will get a new trial if a prosecutor uses racially coded language, charges a person of color in a way that is different from how white people are charged, or if a judge issues a sentence that is out-of-step with what white people in the system receive.</p>	<p>BPC members hosted a virtual Qualified Immunity Town Hall with Players Coaliton advocates and Rachael Rollins (Suffolk County DA) for over 150 attendees to highlight what qualified immunity is, why we're pushing to end it, and what next steps look like. BPC members also supported the campaign with a qualified immunity PSA that ran on social media in advance of the town hall.</p>	<p>12/29/2020: BPC authored an op-ed urging the Ohio Governor to veto the Stand Your Ground legislation that was proposed by the Ohio state legislature, which would expand the current deeply flawed law.</p>
<p><b>MARYLAND JUVENILE RESTORATION ACT</b></p>	<p><b>CLEVELAND PLAIN-DEALER OP-ED</b></p>	<p><b>CALIFORNIA RACIAL JUSTICE ACT</b></p>
<p>Maryland SB 494: In April 2021, BPC and other Players Coalition advocates helped successfully pass the Juvenile Restoration Act, which will abolish life without parole for kids under the age of 18 and establish a judicial review mechanism and potential for sentence reduction after service of 20 years.</p>	<p>BPC authored an op-ed urging the Ohio state legislature to pass the bipartisan, bicameral Cupp/Patterson plan to provide an equitable and constitutionally-required school funding system.</p>	<p>BPC and other Players Coalition penned an op-ed and posted on twitter in support of the California Racial Justice Act, which would allow people who have their convictions infected by racial bias to challenge their convictions and receive relief. On 8/31, the bill passed out of the Assembly and is now headed for the Governor's desk.</p>
<p><b>PETERSBURG PARK</b></p>	<p><b>THE CAMPAIGN TO END QUALIFIED IMMUNITY</b></p>	<p><b>OHIO ENDING JUVENILE LIFE WITHOUT PAROLE</b></p>
<p>The mini-pitch at Petersburg Park is one of 12 being installed in a national partnership between BPC, BWPC, the U.S. Soccer Foundation, Musco Lighting and adidas, according to a news release.</p>	<p>BPC participated in a virtual panel discussion with ACLU Illinois and Ben Cohen with The Campaign to End Qualified Immunity. The event's focus was to raise awareness on the issue, and the importance of an Illinois bill in the state legislature that would end qualified immunity.</p>	<p>BPC and other Players Coalition helped advocate for the passage of SB256 which will abolish the sentence of life without the possibility of parole for kids, and grant parole eligibility for kids who are sentenced to extreme sentences in adult prison. 1/11/2021: Ohio SB 256 Passes</p>
<p><b>PHILADELPHIA VOTING ARENA</b></p>	<p><b>HR40</b></p>	<p><b>ACLU INDIANA'S YES!</b></p>
<p>8/29/2020: BPC and PC advocates sent a letter to three owners of the Philadelphia Union requesting turning the arena into a voting venue.</p>	<p>BPC will be supporting the Players Coalition campaign in support of HR 40, a bill that would create a commission to explore reparations and examine the institution of slavery. The campaign will include a virtual press conference, op-ed, social media and virtual public town hall.</p>	<p>BPC is supporting ACLU Indiana's Yes! You Can Vote campaign, which is raising awareness that those who have been previously incarcerated have the right to vote in Indiana.</p>
<p><b>BLUEPRINT FOR MARYLAND'S FUTURE</b></p>	<p><b>STAND FOR DEMOCRACY</b></p>	<p><b>ATLANTA</b></p>
<p>In 2021, BPC and other advocates of PC helped successfully pass "Blueprint for Maryland's Future," which is an education bill that will provide a significant amount of much-needed funding and critical policy changes to bring about more equity in Maryland's public education.</p>	<p>Unite Against Voter Suppression BPC aligned with 9 other sports unions across North America and their support for taking a "Stand Against Democracy" in opposition to any for of legislation that results in voter suppression</p>	<p>The mini-pitch at is one of 12 being installed in a national partnership between BPC, BWPC, the U.S. Soccer Foundation, Musco Lighting and adidas, according to a news release.</p>
<p><b>LISTEN &amp; LEARN: CLOSING THE DIGITAL DIVIDE</b></p>	<p><b>SAY IT LOUD: THE STORY BEHIND BPC</b></p>	<p><b>POLICE ACCOUNTABILITY</b></p>
<p>10/30/2020: BPC participated in Players Coalition Listen &amp; Learn addressing the digital divide</p>	<p>A short film detailing the action behind the scenes of the Solidarity Demonstration that rocked the world stage.</p>	<p>The BPC <u>penned an op-ed</u> on Medium on the need for police officers to be held accountable for the violence they inflict upon communities.</p>

<p><b>POWER THE POLLS</b></p>	<p><b>PLAYERS COALITION GET OUT AND VOTE</b></p>	<p><b>CLIVE CHARLES DIVERSITY HIRING INITIATIVE</b></p>
<p>BPC is supporting the Power the Polls campaign with a PSA and social media. Power the Polls is a new initiative that is working to recruit citizens to sign up as poll workers as there is an anticipated shortage of poll workers for this November's election.</p>	<p>BPC is supporting a local campaign in Denver as part of the Players Coalition GOTV efforts around the November elections, working with local public transportation systems to enlist their support to get people to the polls by making ridership free on Election Day.</p>	<p>Soccer Collective On Racial Equity (SCORE), supported by Black Players for Change and the USL Black Players Alliance, announced today the launch of the "Clive Charles Diversity Hiring Initiative," to create and increase pathways of entrance, advancement and representation for emerging and current Black soccer coaches. The initiative is named in honor of the late legendary University of Portland and U.S. Soccer coach, Clive Charles.</p>
<p><b>COLONEL CHARLES YOUNG PLAYGROUND</b></p>	<p><b>"LISTEN &amp; LEARN: ADDRESSING THE DIGITAL DIVIDE,"</b></p>	<p><b>COMP-U-DOPT DRIVE-THRU</b></p>
<p>New York City Soccer Initiative (NYCSI) partners—the Mayor's Fund to Advance New York City, NYC Parks, New York City Football Club (NYCFC), the U.S. Soccer Foundation, adidas, and Etihad Airways—announced that a new mini-soccer pitch is now open at Colonel Charles Young Playground in Harlem, a park named after a pioneering African American Army officer, cartographer, teacher, and diplomat. The mini-pitch is part of the five-year partnership to construct 50 community pitches across all five boroughs by the end of 2021.</p>	<p>BPC and PC advocates hosted, "Listen &amp; Learn: Addressing the Digital Divide," a private discussion for current/former players, coaches, owners and partners to connect with and learn from subject matter experts and Players Coalition's 2020 grant recipients on the importance of addressing the Digital Divide at this critical point in time for students and generations to come and the impact of Players Coalition grants in each market.</p>	<p>BPC participated in the Comp-U-Dopt drive-thru. The event distributed 90 computers to families with a child in K-12 education who don't have access to a working device at home. Comp-U-Dopt was a recipient of one of Players Coalition's 2020 education grants, as part of the ongoing efforts to close the digital divide in low-income communities and schools across the country.</p>
<p><b>UNIVERSITY OF OKLAHOMA</b></p>	<p><b>BIPARTISAN, BICAMERAL CUPP/PATTERSON PLAN</b></p>	<p><b>EVERY CHILD NORTH CAROLINA</b></p>
<p>BPC and PC spoke to the student athletes at the University of Oklahoma about how they have a unique platform and position to lead others around them. In light of the acceptance of athletes speaking out, as voter registration dates draw near, and as we draw nearer to elections, they spoke to the students to equip and empower them to activate their fan bases with action items.</p>	<p>BPC and PC advocates authored an op-ed urging the Ohio state legislature to pass the bipartisan, bicameral Cupp/Patterson plan to provide an equitable and constitutionally-required school funding system.</p>	<p>BPC supports the Every Child North Carolina education equity campaign along with PC advocates. Every Child NC is a community-led, statewide coalition of organizations, parents, teachers, and students who advocate for every child's constitutional right to a sound basic education.</p>
<p><b>SCHOOL INVESTMENT EFFORTS</b></p>	<p><b>INDIANAPOLIS SCHOOL BOARD ELECTION</b></p>	<p><b>Financial Literacy Program w/ Cincinnati Public Schools</b></p>
<p>BPC is leading Players Coalition local school investment efforts in Texas, helping to designate where funds will be contributed for the 2020-2021 school year, with additional opportunities for support and engagement throughout the year.</p>	<p>BPC recorded a PSA about the upcoming Indianapolis School board election to raise awareness on the importance of down-ballot voting as there are four seats up for election on the school board.</p>	<p>BPC member partners with Cincinnati Public Schools to launch a free financial literacy program at the city's West High School.</p>
<p><b>CAFE MOMENTUM</b></p>	<p><b>EVERY CHILD NORTH CAROLINA</b></p>	<p><b>WESTSIDE HIGH SCHOOL</b></p>
<p>BPC participated in a Cafe Momentum virtual dinner with impacted youth, Players Coalition expert alliance and Café Momentum leadership to discuss the power of perseverance, opportunity and transformation.</p>	<p>BPC will be supporting the Every Child North Carolina education equity campaign along with PC Advocates. Every Child NC is a community-led, statewide coalition of organizations, parents, teachers, and students who advocate for every child's constitutional right to a sound basic education.</p>	<p>The first mini-pitches honoring Black Players for Change were unveiled at West Side High School. Red Bulls are the first MLS club to partner with BPC, the U.S. Soccer Foundation, Musco Lighting, and adidas on mini-pitches that honor BPC.</p>
<p><b>BARBERSHOP FORUM - WEALTH EQUITY: BUILDING BRIDGES TO PROSPERITY</b></p>	<p><b>OSCAR CHARLESTON PARK</b></p>	
<p>BPC in collaboration with 100 Black Men of America (the 100) and MLS Works welcome you to a candid conversation on building wealth equity within the Black community.</p>	<p>The mini-pitch at Oscar Charleston Park honors BPC member and former MLS player and BPC member, who grew up in Indianapolis and attended North Central High School. A part of the grand opening was Mayor Hogsett and Indy Parks and Recreation, students from KIPP Indy College Prep Middle.</p>	<p>To connect and support please email <a href="mailto:contact@blackplayersforchange.org">contact@blackplayersforchange.org</a> or visit us at <a href="https://blackplayersforchange.org/contact/">blackplayersforchange.org/contact/</a> <b>#TOGETHERTHEREWILLBECHANGE</b></p> 