Beat: Sports

United Way and NFL

NFL working with the United Way

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USPA NEWS - The 2012 NFL season marks the 38th year of collaboration between the National Football League and the United Way. Together, the NFL and the United Way have changed the landscape of corporate / non-profit community partnerships. It is a relationship that has been strengthened by the volunteer effort

38th Year of NFL working with Untied Way

During the 38+ year United Way partnership, more than 1,000 NFL-United Way television messages have aired during NFL games, making it the longest-running public service ad campaign in television history. The spots reach more than 120 million viewers per week via airtime furnished by the NFL at no cost to the United Way. With help from the NFL, United Way fundraising has soared from $800 million to $3.95 billion over the years.

The partnership between the National Football League and United Way of America is the sports industry´s most visible and longest-running public service program. In 1973, United Way approached the NFL about providing airtime to promote the United Way´s work during game telecasts. And it's worked ever since.

Additionally, since 1999, NFL players and coaches have joined forces with their local United Ways to host Hometown Huddle projects. Hometown Huddle is a league-wide day of community service during which all 32 NFL teams participate in community service projects designed to improve neighborhoods. Recent projects have included building homes for low-income families, working with the elderly, constructing playgrounds and serving food to the homeless.

Former Commissioner Paul Tagliabue has said of the collaboration, “In three decades working with the United Way, we have shown how NFL players, coaches and owners serve their communities in order to inspire others to join us in volunteering to make a difference. It just works great for community.

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