

CHANGING THE NARRATIVE OF THE REDSKINS BRAND



Develop Charity Programs

Set-up donation bins for school supplies that will show the Redskins are a socially responsible organization



Build Native American Center

This visual investment will be a beacon of education and interaction for the Native American community



Encourage sustainability at FedEx Field

Install LED lights, and use compostable or recyclable products, all the while, sorting waste.



Engage with the Native American community

Foster a mutual relationship through ongoing dialogue that will break down barriers of racism



Create a youth camp

Encourage youth to be active and healthy, while also engaging with the Redskins franchise in a positive manner

BE THE CHANGE THIS WORLD NEEDS