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September 13, 2014

Roger Goodell, Commissioner
National Football League
280 Park Avenue
New York, NY 10017

Dear Commissioner Goodell:

Partners for Women and Justice stands with the National Family Justice Center Alliance and other national violence prevention and service organizations in supporting the National Football League (NFL) in its efforts to prevent domestic violence and to develop a comprehensive approach to eliminate domestic violence.

The mission of Partners for Women and Justice (a non-profit located in Montclair, New Jersey) is to empower low-income and abused women to build safe and secure futures for themselves and their children by providing equal access to justice. We offer quality legal assistance in domestic violence and family law matters. Each year we help hundreds of New Jersey women and their children move from fear to freedom as they seek protection from abusive partners and safe visitation and custody arrangements. We are all too familiar with what goes on in private, behind closed doors, every day.

We welcome the national conversation about intimate partner violence that recent events have triggered. We believe it presents an unprecedented opportunity to begin to effect real cultural change. The NFL, like all businesses and institutions in our country, must do more to address the social and cultural norms that continue to promote domestic violence against women, men, and children.

Specifically, we urge you to adopt the following recommendations:

- Develop a comprehensive program to provide support and advocacy to victims of domestic violence and their children in the NFL community. This comprehensive program should also include early intervention and prevention programming, through partnerships with existing organizations, to help break the generational cycle of domestic violence.

- Adopt a "zero tolerance" policy on domestic violence and adopt policies related to the investigation of all domestic violence allegations against players and other employees of the NFL and affiliated teams. These policies and procedures should clearly demonstrate a commitment to take appropriate action (including suspension or termination) independent of any criminal or civil justice proceeding or outcome.
- Commit to a "Go Purple" campaign for four weeks during the 2014-2015 season to show solidarity with national, state, and local organizations that help victims of violence. This awareness campaign can be used to challenge every football fan in America to donate \$1 or more to the cause during the 2014-2015 season, with a goal of raising \$100 million for prevention and intervention efforts against violence - to be matched by NFL owners (dollar for dollar) up to an additional \$100 million. This \$200 million fund (HOPE Fund) can support national and local prevention efforts and include direct support for survivors and their children.

The NFL is the largest, most powerful professional sports organization in the United States. NFL players serve as role models for tens of millions of children, men, and women across this country. We ask the NFL to stand, clearly and loudly, with all of us in the effort to end domestic violence.

We urge you and the NFL and all 32 NFL team owners to seize this moment and to act decisively and without equivocation.

Sincerely yours,

Jane M. Hanson, Esq.
Executive Director

cc: John Mara, New York Giants
Woody Johnson, New York Jets