



ROSS INITIATIVE IN SPORTS FOR EQUALITY

Using the unifying power of sports to improve race relations and drive social progress

Founded in 2015 by Miami Dolphins owner Stephen M. Ross, the Ross Initiative in Sports for Equality (RISE) is a nonprofit organization dedicated to harnessing the unifying power of sports to improve race relations and drive social progress. Led by an unprecedented alliance of professional sports leagues, organizations, athletes, educators, media networks and sports professionals, we use sports to promote understanding, respect and equality.

COLLEGIATE PARTNERSHIPS

RISE is proud to partner with the NCAA and members schools across the country to educate and empower student-athletes, coaches and sports administrators to be leaders in discussing and addressing matters of racism, prejudice, diversity and inclusivity within their teams, schools and communities.

RISE COLLEGE INITIATIVES:



RISE training at Michigan State University

LEADERSHIP PROGRAMS

RISE teams up with college athletic departments to provide a multifaceted leadership program that increases awareness, builds skills and creates safe spaces to have difficult conversations about race. A multitude of topics are covered within the curriculum, such as identity, implicit bias and microaggressions. These topics are taught through a series of activities that are each aligned with core skills such as perspective taking and conflict resolution, critical to improving race relations.



Town hall at Morehouse College

CAMPUS CONVERSATIONS

RISE also partners with universities across the country to empower students to stand up for equality. From Morehouse College to the University of Missouri and San Jose State University, our town hall and round tables series brings together some of the most powerful and progressive voices in race and sports to discuss their intersection and how each of us can make a difference.



Fan activation at University of Michigan

PUBLIC AWARENESS

RISE executes campaigns, including public service announcements, game day and campus activations and ongoing social media engagement to build awareness and encourage the campus community to take action. By tapping into the influential role of student-athletes on campus, our goal is to develop compelling and substantive content to amplify their voices and unique stories.

For more information, visit RISEtoWIN.org, or contact us at info@RISEtoWIN.org to request a meeting with a member of our team.



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