

December 8, 2020

John Donahoe  
President and Chief Executive Officer  
NIKE, Inc.  
One Bowerman Drive  
Beaverton, OR 97005

Dear Mr. Donahoe,

We are writing to you today to again urge Nike to terminate its business and public relationships with professional sports teams which do not stop using names and racist branding based on Native American stereotypes, names, and images. With the July decision of the Washington Football Team to stop using the name “Redsk-ns” and the accompanying logo at the urging of investors and many other stakeholders, attention is now turning to other teams. **Because of Nike’s relationship with the Major League Baseball Association and the National Football League, as well as its production of countless merchandise for fans of the leagues, your company is in a unique position to end your relationship with racist team names and model true allyship by taking this anti-racist position.**

As we noted in our June 26, 2020 letter, we strongly believe this attention presents risks for the company if it does not take steps to change the names of the Major League Baseball Association’s Atlanta Braves, as well as the National Football League’s Kansas City Chiefs.

The July 6 letter to the National Football League from Native leaders articulated the harmful use of Native mascots to the health and well-being of the Native community and demonstrated wide consensus among Native peoples. With 14 initial signatories, this letter garnered nearly 1500 additional endorsements by advocates and organizations. This time in particular calls on the company to live up to the social values that the company has professed.

It is commendable that in Nike’s June 5, 2020 Statement to the Black Community, it stated:

“This commitment will be focused on investing in and supporting organizations that put social justice, education and addressing racial inequality in America at the center of their work... The NIKE, Inc. family can always do more but will never stop striving to role model how a diverse company acts. We will continue our focus on being more representative of our consumers while doing our part in the communities we serve. We are deeply committed to driving focus and impact through our teams, brands and community partners.”

While this statement was directed at the Black community, **it is clear that Nike has the desire, the opportunity and ability to take further actions to achieve racial justice.**

It is important that this statement be followed with action. As we saw recently with the Washington Football Team, your corporation, FedEx, Pepsi, and Bank of America all took

important steps to convey to the team the importance of changing its name and logo. At its most forceful it included threats to legally challenge the team's adherence to contractual arrangements. We also saw examples where companies like yours removed team merchandise from their stores. As the exclusive provider of Major League Baseball and National Football League on-field uniforms, your corporation can use its leverage to eradicate the continued use of these racist names and branding as your organization makes those racist images highly visible on uniforms and merchandise.

It is heartening to see the outpouring of company statements and future looking programs addressing systemic racism that have emerged. The actions being taken are wide ranging from workplace diversity to public policy. One specific action has been the evaluation of racist symbols and stereotypes. For example, we have seen the rebranding of consumer products that are offensive such as Pepsi's decision to sunset their Aunt Jemima brand and Land O'Lakes removing the "Native American" woman image from its packaging. Many companies have distanced themselves from names and symbols disparaging of native peoples, including Anheuser-Busch, Philip Morris, Coca-Cola, Denny's, and Miller Brewing.

Thus it is timely and urgent for the company to also review its own business relationships with Major League Baseball organizations such as the Atlanta Braves, and the National Football League's Kansas City Chiefs.

Virtually every major national American Indian organization has denounced use of Indian and Native related images, names and symbols disparaging or offending American Indian peoples, with over 2,000 academic institutions eliminating "Indian" sports references. They are symbols that loudly and clearly signals that Native Americans are not worthy of respect.

However, your company is facilitating the harmful perpetuation of Native American names and racist branding by continuing its relationship with Major League Baseball and National Football League teams including the Atlanta Braves and the Kansas City Chiefs. In doing so, the teams are associating their brand with a symbol of hate and prejudice – giving it the company's imprimatur. This association with and facilitation of the racism inherent in the team names runs contrary to the very sentiments expressed by Nike.

Therefore, the undersigned 33 investors representing \$50.9 billion in assets, ask the company to move beyond the words on paper and to live up to the principles it is asserting by applying them to its relationship with the Major League Baseball Association and the National Football League. **We urge you to use your relationship to ask that these leagues and teams cease using names and racist branding logos and images based on Native American stereotypes and, if they fail to do so, terminate your relationship with them.**

Sincerely,

First Peoples Worldwide

Oneida Nation Trust Enrollment Committee

Trillium Asset Management

Boston Common Asset Management, LLC

Mercy Investment Services, Inc.

First Affirmative Financial Network

Adasina Social Capital

Adrian Dominican Sisters, Portfolio Advisory Board

Azzad Asset Management

Center for Ethics and Social Responsibility, University of Colorado Leeds School of Business

The Christensen Fund

Clean Yield Asset Management

Committee on Mission Responsibility through Investment of the Presbyterian Church U.S.A.

CommonSpirit Health

Congregation of St. Joseph

Daughters of Charity, Province of St. Louise

Divest Invest Protect

Everence and the Praxis Mutual Funds

Felician Sisters of North America

Friends Fiduciary Corporation

Global Witness

Heartland Initiative

Impact Investors, Inc.

Impact Metropolis

Integrated Capital Investing

Miller/Howard Investments, Inc.

Native American Rights Fund

Native Women Lead

Natural Investments

NEI Investments

NorthStar Asset Management, Inc.

Northwest Coalition for Responsible Investment

Social Impact Strategies Group

Strugatz Ventures Inc.

Trillium Asset Management