

Momentum grows for FedEx to end football sponsorship

On September 29, shareholders once again pressed for FedEx to end its sponsorship of the Washington, D.C., professional football team due to the team's racist name. At the company's annual general meeting, Susan White, Oneida Nation Trust, presented the shareholder resolution addressing "FedEx's Association with Washington NFL Team Controversy." Sister Valerie Heinonen, director of shareholder advocacy, Mercy Investment Services, along with investor representatives from Trillium Asset Management and Calvert Investments, supported the resolution, which addressed racism and justice, business risks and the inevitability of a name change in support of the resolution. While votes in favor increased significantly from 2013, support was still less than one percent of the voting shares.

Since submission of the floor resolution in June, public opposition to the name, which is degrading to Native Americans, has mounted. In addition to public media, President Obama's comments, and the Congressional letter to the team's owner, support from the socially responsible investing community increased with almost 70 new signers to a letter publicly supporting the floor resolution.

Additionally:

- ❖ the FedEx mascot discussion is on the agenda for the November US SIF socially responsible investing conference,
- ❖ a concerned individual is planning a mass mailing to 1,000 national and international friends and organizations,
- ❖ investors will host a webinar on the issue
- ❖ This [two-minute video](#) is airing
- ❖ Investors are considering producing a video from their perspective
- ❖ A [commercial](#) airing directly addresses FedEx's sponsorship.

In addition to several broadcasters and media organizations choosing to not reference the team's mascot, [National Public Radio \(NPR\) recently announced](#) that it will not use the name because its "policy on offensive language states that 'as a responsible broadcaster, NPR has always set a high bar on use of language that may be offensive to our audience.'"

Investors continue to believe that action by FedEx is inevitable and are encouraging the company to be proactive in ending its sponsorship rather than focusing on damage control.