

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

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

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