NIKE COMMUNITY IMPACT

Nike believes in the power of sport to unleash human potential and build community. We’re committed to getting kids moving through sport and play so that they can lead healthier, happier and more successful lives, as well as to building more equal playing fields for all athletes. Through our Made to Play programs, we’re partnering to impact the lives of more than 14 million kids around the world.

Our employees are helping to lead the charge. In 2016 alone, Nike employees around the world, together with company matching dollars, donated $5.4 million to more than 800 charitable causes and volunteered more than 100,000 hours in the community. This includes our Nike Community Ambassadors, Nike teammates trained to coach and volunteer in their local communities.

Oregon Community Impact Highlights

- 10 years working with Special Olympics Oregon to give young athletes their first experience with sport at the Nike Youth Games. It’s our #1 employee volunteer event.
- BIKETOWN bike-share partnership with City of Portland and at WHQ – the most innovative bike-share program in the country.
- The School Nike Innovation Fund supports high school teachers and students to improve education across the state.

Oregon Community Impact Stats (FY12-FY16)

- 2,000+ Nike employees have donated time and money to local organizations.
- 1,000+ partners
- $4 million in product donation
- $45 million in cash donated
- 750-800 Nike employees have donated time and money to impact the lives of more than 14 million kids around the world.

ATHLETES*

All athletes.

We believe that everyone has the right to experience the joy and pride of sport. Eighty percent of the world’s population – more than 5 billion people — have never had the chance to play sport. Nike is working to change that. The Made to Play program aims to give every boy and girl around the world the opportunity to experience the joy and pride of sport.

Through our Made to Play programs, we’re partnering to impact the lives of more than 14 million kids around the world.

WHQ SUSTAINABILITY HIGHLIGHTS

BETTER BUILDINGS CHALLENGE PARTNER

Nike is a Better Buildings Challenge Partner, and will reduce the energy use intensity of our buildings by 20% in 10 years.

BIKETOWN

400 bikes provide convenient access between buildings and connect employees to transit.

ELECTRIC VEHICLE CHARGING STATIONS

67 EV charging stations throughout WHQ; largest private charging network in the Portland metro region.

LANDSCAPING

Extensive and electronically controlled drip systems, bio-swales, settling ponds, and compost filters are all utilized for water conservation and environmental safety.

LEED CERTIFICATIONS

- C. Vivian Stringer: Platinum
- Ilen Griffey: IN First LEED EB Gold status building in Oregon.

NIKE GRIND

Nike Grind turns worn out shoes into sport courts and other products. The Bo Field, Michael Johnson track, Tykes playground, Nike Sports Center putting green, and the base of Ronaldo statue are made of Nike Grind.

REDOO

Nike is a REDOO company. By 2025, global owned or operated facilities will operate on 100% renewable energy.

REDUCE, REUSE, RECYCLE

WHQ supports recycling, reducing and reusing in a variety of ways, like composting in our kitchens and breakrooms, using only reusable dishware, water bottle refill machines, default duplex printing on all copiers, and a centralized employee-driven recycling program save thousands of pounds of waste per year.

SALMON SAFE

Nike is the first Salmon Safe certified corporate headquarters. Salmon Safe works to transform ecological land management so Pacific salmon and other animals can thrive in West Coast watersheds. The natural spring-fed lake and adjacent wetlands areas are sanctuaries for many species of birds, and other riparian species.

PHIL KNIGHT

I am proud of what we have here and would hope that anyone who takes a campus tour would walk away with that same pride. It is up to you to convey that message. What you say and how you say it will have far more impact on any visitor than what they see.

BILL BOWERMAN AND PHIL KNIGHT — the two men who in 1964 founded Blue Ribbon Sports, the forerunner of Nike—shared a love of track and field, an intense drive for success, and a passion for innovation.

Bowerman, a successful University of Oregon track coach from 1948 to 1973, coached his teams to four NCAA track team titles and dozens of individual titles and records. Bowerman also was head coach of the 1972 U.S. Olympic Track and Field team at the Munich Olympics.

An innovator, Bowerman did anything possible to help his athletes perform at a higher level. To give his athletes an edge he designed shoes that reduced injury and improved performance. Constantly seeking better designs, he drew inspiration from the family’s waffle iron that led to the creation of the Nike waffle outsole.

More than coach, Bowerman instilled in his athletes what he called “Competitive Response”—learning how to win and how to balance life. Those same values are part of the foundation of Nike’s corporate culture.

Phil Knight was a business student at Oregon, a solid middle-distance runner, and one of the first to wear Bowerman-modified shoes. After graduation, Knight earned his Stanford University MBA in 1962, then traveled the world before starting an accounting job in Portland.

For a Stanford entrepreneurship class, Knight wrote a paper outlining a business that did not yet exist. He proposed that low-priced, high-tech athletic shoes imported from Japan could replace Germany’s dominant position in the U.S. athletic shoe industry. Earning an “A,” he decided to put his theoretical business to the test.

COLOR IT UP, MAKE IT YOUR OWN, TELL YOUR STORY.

WHQ MAP

This map is the canvas of your Nike World Headquarters tour.

A map is a map. It can show you where you are and where to go but it can’t tell the story of how this place came to be, what it means, or why anyone should care. That’s where you come in. Your experiences and your stories are the paint on this canvas.

While visiting Japan, Knight talked his way into meeting the president of Onitsuka Co., a running shoe manufacturer. Knight told Onitsuka he owned a company called Blue Ribbon Sports and negotiated an agreement to import and sell Tiger shoes in the Western U.S. In January 1964, Knight received his first Tiger shoe samples and sent pairs to Bowerman for review. His former coach suggested they become partners. They agreed to invest $500 each in Blue Ribbon Sports, and shook hands.

By 1971, the relationship between Onitsuka and BRS soured. Knight realized long-term success was predicated on BRS owning its own brand. He asked Carolyn Davidson, a Portland State University graphic design student, for a trademark concept. She gave him the “Swoosh.” Knight didn’t love the mark, but told Davidson, “It will grow on me.” Davidson billed Knight $35 for her work. In 1983, Nike surprised Davidson with a gold-and-diamond Swoosh ring and Nike stock.

Swoosh in hand, Knight and BRS sought a new company name. Jeff Johnson, the company’s first full-time employee, suggested the winged Greek goddess of victory: Nike. Knight, who favored the name “Dimension Six,” wasn’t overwhelmed with Johnson’s suggestion, but no one could come up with anything better. So, Nike it became.

In June 1971, the “Nike” football/soccer cleat, bearing the first Swoosh, made its commercial debut. In May 1972, Onitsuka cut off shipments of Tiger shoes. Nike became a make-or-break proposition for BRS. In July, BRS unveiled the “Moon Shoe” at the 1972 U.S. Olympic Track & Field Trials in Eugene, which featured Bowerman’s revolutionary “waffle” outsole. It and the subsequent 1974 Waffle Trainer release put Nike firmly on the map. By 1978, Blue Ribbon Sports had become more commonly known, and then officially incorporated, as Nike, Inc.

For more info, visit www.about.nike.com
STEVE PREFONTAINE (PRE HALL)
Legendary U of O track athlete; 44 American records; 1,200-2,000-10,000-20,000 records; 4 mile: 3:54 and 4:10.5 miles; 1979 800 Yard; 1979 1500 Yard. Prefontaine was killed in a crash while testing a new car. This hall is dedicated toPrefontaine and his spirit.

COOS BAY GALLERY
Dedicated in honor ofPrefontaine’s hometown, this museum contains permanent storyboards ofNike heritage.

Connectivity and design team creates changing exhibits that celebrate a variety of products, athletes and Nike heritage.

ONE BOWMAN DRIVE: Named after Nike co-founder Bill Bowman, this drive leads up to Steve Prefontaine Hall and is the address for the Nike World Headquarters.

INTERNATIONAL FLAG COURT: When the campus opened in 1990 these 48 flags represented the countries Nike was doing business with; today more than 150 countries would be represented.

JEFF JOHNSON
He was Nike’s first full-time employee and came up with the name Nike from his Greek mythology and marketing studies.

JEFF JOHNSON RUNNING TRAILS: Trails loop around WHQ; includes 4 footbridges, inner loop 1.3 miles; outer loop 1.9 miles.

ALBERTO SALAZAR
Boston Marathon winner (’82), U of O All-American; held the world marathon record for 10 years; head coach for Nike’s leading-edge Oregon Project runners.

JOHN MCENROE
Held #1 ranking from 1984-86; raised Nike’s tennis- footwear profile and helped propel Nike tennis apparel. Phil Knight loved his intensity, passion and competitive spirit.

WALK OF FAME: Artist Denial Granholm created 281 bronze castings dedicated to notable athletes and coaches. The plaques line the walkways on both South and North campus.

JOAN BENOIT-SAMUELSON
Boston Marathon winner 2x (’79, ’83); set world record in ’83 (2:22:43); won women’s marathon at ’84 LA Olympics (1st year women’s Olympic marathon event).

LAKE NIKE: Created to provide a sense of tranquility; 6-acre, 7-foot deep.

MICHAEL JORDAN
Arguably the greatest player in NBA history. 6x NBA champ with Chicago Bulls (’91-93, 96-98) and 6x NBA Finals MVP. Retired with NBA-record 31,077 points average.

MICHAEL JOHNSON
Olympic track athlete, first man to win gold medals in both 200m and 400m sprints (Atlanta ’96); 4x world record holder.

RUNNING TRACK AND STEPS: Constructed of Nike Grind, this 5-lane 400m track is made from 50,000 recycled athletic shoes. Bronze statues created by Michael Speaker feature gold shoes handmade for Johnson.

DREAM SIX: Maintenance facility honoring the 6 basketball players on the ’92 Olympic Dream Team (Jordan, Barkley, Mullen, Pippen, Stockton, Robinson). John Stockton’s locker still hangs there.

BO JACKSON-SAMUELSON
Boston Marathon winner 2x (’79, ’83); set world record in ’83 (2:22:43); won women’s marathon at ’84 LA Olympics (1st year women’s Olympic marathon event).

NIKE SPORTS CENTER: The Nike Sports Center is an athletic facility of more than 60,000 square feet, with an additional 6,000 square feet of fenced play area. The Nike Sports Center includes 4 soccer pitches in size (780’x220’). Statue created by artist Nano Lopez. Statue and soccer fields dedicated April 1, 2000.

RONALDO STATUE AND SOCCER FIELDS: 2 international-standard pitches in size (180’x420’); Statue created by artist Nano Lopez. Statue and soccer fields dedicated April 1, 2000.

TWO-TON ROTATING SPHERE: Created by German artist Christian Schmieder. The sphere spins on the roof of the Nike World Headquarters.

NSRL SPORTS RESEARCH LAB (NSRL)
Home to Nike Innovation – where a diverse collection of innovators dream up new concepts for Nike footwear, apparel and equipment. This space also houses the Nike Sports Research Lab (NSRL), our state-of-the-art facilities where sports research, development and testing are conducted.

Nike opened its second indoor child development center in 2008. The building is LEED-certified platinum and features solar panels, high-efficiency HVAC and demountable insulation.

NIKE CHILD DEVELOPMENT CENTER: SOUTH
A world inspired by children, uniquely designed for learning – where play is our work. One of two full-time child development facilities with more than 1,600 children ranging in ages 6 weeks to 5 years.

LA. GARAGE
This 10,000 square foot space is a fitness studio, conference center and global events space. It is the world’s first 360° fitness studio and is designed to be the center of Nike innovation.

TIME CAPSULE: Buried September 14, 1992, commemorated Nike’s 20th anniversary; opened September 14, 2012; held past/present/future football players and business leaders of Nike; 50 artifacts, and a list of kids enrolled in the Nike Child Development Center.

GIRL EFFECT:
A global movement to support girls and help them realize their full potential so they can achieve their dreams. Learn more at girleffect.org

WHY STATISTICS:
- Grand Opening: Fall 1990
- Square footage: 5m sq. ft.
- Number of employees: 7,000
- Number of buildings: 74
- Number of neighborhoods: 7
- Walkway of Fame Plaques: 281

THE PARK: A 7-floor parking garage; each floor is named and themed for historical Nike venues that have embodied the essence of sports.

NIKE FREDER PLATZ: Roger Federer is a pro tennis athlete who has won a men’s record 19 Grand Slam singles titles and that many consider to be the greatest player of all time. He is one of 8 male players to capture the career Grand Slam, mastering all court surfaces. This space was named an importance dedication by Phil Knight during Federer’s visit in March 2011.

JERRY RICE
NFL great; 20-year career; Hall of Fame inducement (’10); 7x Pro Bowl appearances, 3x Super Bowl MVP, ’85, ’89, ’90. Retired prior to 2005 season. Building dedicated May 19, 1999.

PETE SAMPRAS
A legend; won 14 Grand Slam titles; ranked #1 in the world for 6 straight years (’93–’98); most dominant player of his era. Building dedicated July 30, 1999.

KEN GRIFFEY JR.
Pro baseball athlete with the Seattle Mariners, Cincinnati Reds, Chicago White Sox; 8-time All-Star; retired in 2000 with 300 home runs, 961 all-time. Building dedicated July 30, 1999.

RONALDO (Ronaldo Luis Nazario de Lima)
Pro soccer athlete played 97 games for the Brazilian national team; 2x FIFA Player of the Year; ‘98 World Cup MVP.

TIGER WOODS (CONFERENCE CENTER)
Legend: Tiger has won 105 tournaments; 79 of those on the PGA Tour; PGA Tour Players’ Player of the Year in 2000; he became the first ever to hold all four professional major championships at the same time in October having dedicated June 1, 2001.

PEBBLE BEACH 18TH HOLE REPLICA: Tiger Woods launched 315 yard drive onto the putting green next to Nike Sports Center during Tiger Woods Conference Center building dedication.

STANFORD THEATRE: State-of-the-art theatre seats 770, named in honor of Tom and Sharon Stanford.

DAN FOUTS
NFL career of 5 years; Hall of Fame inducement (’93). One of the 1st players to wear #49 at Oregon and in NFL, helped develop Akro Grabber and launch Nike into cleated footwear.

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