



- 03 Note from the Commissioner
- 04 NBA Mission and Values

05 Serving Our Communities

- 06 **NBA Cares**
 - 06 NBA Cares Impact
 - 07 NBA Employee Volunteer Program
 - 07 NBA Math Hoops
 - 07 Hoops for Troops
 - 08 NBA Cares Community Assist Award
 - 08 NBA Cares State Farm Assist Tracker
 - 08 Season of Giving
 - 09 Global Programming
 - 10 Global Impact
- 13 **NBA All-Star 2023**
- 14 **NBA Finals Legacy Projects**
- 15 **NBA Green**
- 17 **NBA Mind Health**

18 Advancing Social Justice

- 19 **NBA Foundation**
- 21 **National Basketball Social Justice Coalition**
- 23 **Social Justice Programs and Initiatives**
 - 23 MLK Day & Black History Month
 - 23 Kareem Abdul-Jabbar Social Justice Champion Award
 - 23 Building Bridges Through Basketball
 - 24 Play for Justice
 - 24 Combating Hate
- 25 **Civic Engagement**
- 26 **NBA's Support of HBCUs**
 - 26 TMCF Innovate the Future Pitch Competition
 - 26 HBCU Classic
 - 27 NBA HBCU Fellowship Program

28 Growing the Game of Basketball

- 29 **Jr. NBA**
- 32 **Basketball Without Borders**
- 32 **NBA Basketball School**
- 33 **Sports Envoy and Visitors Programs**
- 34 **NBA Player Development**
- 35 **Coaching Development Program**
- 36 **Basketball for All**
- 37 **Responsible Gaming**

38 NBA's Commitment to Diversity, Equity and Inclusion

- 39 **Driving Diversity**
 - 39 Talent Acquisition and Development
- 40 **Elevating Equity**
 - 40 Business-to-Business Diversity Program
 - 40 Coaches Equality Initiative
- 41 **Increasing Inclusion**
 - 41 ERTs (MP)
 - 43 Pride and LGBTQ+ Support
- 44 **Economic Inclusion**
- 45 **NBA Employee Representation**

46 Affiliated Leagues

- 47 **WNBA**
- 51 **NBA G League**
- 51 **NBA 2K League**
- 51 **BAL**

As part of NBA All-Star Day of Service, Rising Stars players Mojave King and Scoot Henderson and coaches and athletes from Southern University assembled essential needs backpacks for youth, women and men experiencing homelessness in the Salt Lake Valley area.



The NBA's Mission is to Inspire and Connect People
Everywhere Through the Power of Basketball.

FROM THE COMMISSIONER

The NBA is about more than the world-class competition on the court. It's an organization that seeks to build commonality among disparate people and bring them together around the game of basketball.

This report outlines the work of our league, teams and players over the past season that have helped break down barriers, create meaningful connections and support important causes. Together, the NBA family has used its collective influence to make a meaningful impact in communities in the United States and around the world.

And we remain focused on continuing to use our global sport as a powerful force for good.

Sincerely,

Adam Silver



NBA GUIDING PRINCIPLES

The values of equality, respect and freedom of expression have long defined the NBA and they travel with us everywhere we go. As a North American-based basketball league with fans and players from around the world, the values of our game are the foundation for all we do.

We believe in the importance of engagement and the power of sports to create connections among people of different cultures and backgrounds—which fosters meaningful dialogue on critically important issues, lifts up diverse communities and helps people better understand one another and the world around us.

As part of the NBA's mission, we export games and content to fans in more than 200 countries and

territories and in more than 50 languages. There are no limits to the places where people play and watch basketball, so there are no limits to the places where people want to engage with the NBA.

We understand that the world is complicated and there are difficult issues confronting our league, as there are for any business that operates internationally. As we make NBA basketball available across the globe, we will continue to support players and other members of the NBA family expressing their individual views on political and social issues. We will also continue to follow the directives and guidance of the U.S. government as to the best way to engage around the world and remain prepared to adapt to any changes that may occur.

OUR VALUES

LEAD WITH INTEGRITY

We do the right thing.

We are honest, ethical and fair—leading by example in sports, culture and society.

BE THE FAN

We're all fans.

So we work to provide the same quality of entertainment and experiences that we want for ourselves.

CREATE COMMUNITY

Basketball is inherently inclusive.

Anyone can play it. This diversity in people, background and experience is central to our success.

INNOVATE WITH INTENTION

Our instinct is to innovate.

We are relentless in pushing each other's thinking, shaking up the status quo and ensuring bold ideas result in meaningful impact.





SERVING OUR COMMUNITIES

The NBA embraces our responsibility to the communities where we live, work and play, and the unique power we have to use our platform and resources to create meaningful change. Serving those connected to our game is the foundation of our impact around the world.

- 06 NBA Cares
- 13 NBA All-Star 2023
- 14 NBA Finals Legacy Projects
- 15 NBA Green
- 17 NBA Mind Health

NBA Cares and its Global Impact



Launched in 2005, NBA Cares is the league's global social responsibility program that builds on the NBA's history of addressing important social issues.



Provided
6.5 MILLION
hours of
hands-on service

Created
more than
2,195
places in
40
countries
where kids and
families can live,
learn or play

TOP: Through the support of the NBA Cares State Farm Assist Tracker, students had the opportunity to play in their newly refurbished gymnasium. **BOTTOM:** Kentavious Caldwell-Pope of the Denver Nuggets engaged with students at the Boys & Girls Clubs of Metro Denver.

Key Platforms & League Driven Programs



- » The **NBA CARES EMPLOYEE VOLUNTEER PROGRAM (EVP)** nurtures relationships with colleagues while giving back to our local communities.



- » **NBA MATH HOOPS** provides over **800,000 youth globally** with fundamental math skills using the game of basketball and is aligned with Common Core State Standards and 21st Century Learning Skills.

OVER
800,000
YOUTH
ASSISTED
GLOBALLY

- » **HOOPS FOR TROOPS** honors active and retired service members and their families in partnership with the Department of Defense, USO, TAPS and other military and veteran-serving organizations.



» The **NBA CARES COMMUNITY ASSIST AWARD** recognizes one player each month during the season who best demonstrates a passion for giving back to their community. The **Bob Lanier Community Assist Award** honors one player at the end of the season who has created the most impactful community programs. For his dedication to youth education and making literacy programs fun and accessible for Milwaukee Public School students, the **Milwaukee Bucks' Brook Lopez** received the 2023 honor. For his efforts, the Milwaukee Public Library Foundation received a \$25,000 donation in his name.



2022-23 BOB LANIER COMMUNITY ASSIST AWARD WINNER

BROOK LOPEZ
MILWAUKEE BUCKS



» The **NBA CARES STATE FARM ASSIST TRACKER** turns on-court assists into off-court assists in communities in NBA team markets. For every assist made during a regular-season game and the playoffs, the NBA, WNBA and State Farm donate \$5 to enhance STEM learning and technology in classrooms nationwide. Since 2015, the NBA Cares State Farm Assist Tracker has generated over \$3.2 million dollars for youth and families, impacting over 425,000 youth throughout 87 communities.

GENERATED OVER
\$3.2 MILLION,
IMPACTING OVER
425,000 YOUTH
THROUGHOUT 87
COMMUNITIES.

» Throughout 2022's **SEASON OF GIVING**, the NBA and its teams and players hosted **225 hands-on service events** to make a difference for families in need.



NBA Global Programming



PARIS GAME 2023

The NBA, the Chicago Bulls and the Detroit Pistons led an NBA Cares Special Olympics Basketball Clinic, a Her Time To Play (HTTP) clinic and the granting of a Make-A-Wish experience at the NBA Paris Game.



JAPAN GAMES 2022

The Washington Wizards, alongside local Jr. NBA athletes, assembled 150 care packages of school supplies to benefit youth living at Seibi Home, a local orphanage. The Wizards also dedicated a newly refurbished basketball court at Tamagawa Academy while the Golden State Warriors, in partnership with Rakuten and Go Parkey, unveiled a newly refurbished basketball court at Ikenoue Child Welfare Center in Setagaya, Tokyo, Japan.



ABU DHABI GAMES 2022

The NBA, with the Atlanta Hawks and Milwaukee Bucks, led youth basketball activities, including Jr. NBA clinics, Her Time To Play (HTTP) basketball and leadership development programming for girls, a basketball showcase for promising youth in the region and an NBA Cares Special Olympics clinic that reached **nearly 2,000 youth and coaches** from the region.



MEXICO CITY GAME 2022

The NBA, San Antonio Spurs and Miami Heat led clinics for local youth, coaches and local referees helping to grow the game.

NBA Global Impact

Below are examples of some of our global outreach programs impacting children and families across the world.



REACHING
ALMOST
250,000
STUDENTS



NBA IN THE CLASSROOM

The NBA launched NBA in the Classroom to inspire real world learning by providing free educational resources and NBA-inspired challenges and workshops for teachers of students aged 11-16 in the UK. The program develops students' knowledge and understanding of mental wellbeing, physical activity, career development and essential skills. Since April 2022, **over 1,375 teachers have registered for the program from 1,054 schools, reaching an estimated 249,654 students.**



POWER FORWARD

NBA Africa, PanAfricare and ExxonMobil tipped off the 10th season of the Power Forward youth development program, which uses basketball to teach health literacy and life skills to secondary school students in Abuja, Nigeria. Since Power Forward launched, the program has reached **more than 200,000 youth** and their communities through life skills and public health awareness seminars, malaria prevention workshops and basketball programming.

REACHING MORE
THAN 200,000
YOUTH AND THEIR
COMMUNITIES



JR. NBA & AFD BASKETBALL EXPERIENCE

Launched in Casablanca, Morocco and Lagos, Nigeria, Jr. NBA & AFD Basketball Experience is a joint initiative of NBA Africa and Agence Française de Développement (AFD) focused on using basketball as a platform to promote social inclusion and support secondary school children to become changemakers in their communities. To date, the initiative has **reached more than 50,000 youth through basketball and life skills programming**. The program's strategic pillars include infrastructure development, equipment supply, basketball training and life skills seminars focused on social cohesion, education and coaches' development.

**USING BASKETBALL
AS A PLATFORM TO
PROMOTE SOCIAL
INCLUSION AND
SUPPORT SECONDARY
SCHOOL CHILDREN
TO BECOME
CHANGEMAKERS
IN AFRICA**



NBA CREATORS

The NBA Creators program highlights the work of BIPOC Canadian artists, by collaborating with five artists during each season to create artwork focusing on NBA All-Star, NBA Playoffs and NBA Finals. Artwork is amplified on NBA Canada and Microsoft's social channels.

Over 450 artists have applied to participate and **delivered 55+ creative assets**. The creative has **generated 28.4 million impressions on social media** over 162 social posts.

**OVER 450
ARTISTS
DELIVERED 55+
CREATIVE
ASSETS**





TURKEY AND SYRIA

After a magnitude 7.8 earthquake struck Turkey and Syria in February 2023, the NBA family worked with **UNICEF, Direct Relief, Choose Love and World Central Kitchen** to provide immediate resources and support for those impacted.

**TRAINED
500 TEACHERS
WHO SERVE
200,000 RURAL
STUDENTS**



RURAL PE TEACHER TRAINING

Since 2021, the Rural PE Teacher Training program has worked to address longstanding education and wellbeing issues in rural communities. To date, the training program has trained **500 teachers from 12 provinces, serving more than 200,000 rural students** teaching basketball, teamwork and wellness.



LUNAR NEW YEAR

As part of the NBA's 12th Lunar New Year Celebration, which recognized fans around the world who observe the Lunar calendar, the league held a series of NBA Cares events in Malipo County (Yunnan province) and Peitian County (Fujian province) that brought together **more than 3,000 members** of the local community for basketball clinics, games and Lunar New Year-themed parties. The events collectively reached **more than 4 million people** through livestreaming.



NBA All-Star 2023

NBA All-Star provides the league with an opportunity to celebrate basketball and leave a legacy beyond the game.



\$3 MILLION+

donated to the Utah and HBCU communities through five days of social impact programming focused on youth, education, food insecurity and inclusion.

Dedicated a new NBA Cares Live, Learn or Play Center: a STEM room at Lincoln Elementary School in South Salt Lake including books, a 3D printer, VR headset and more. Lincoln Elementary serves 450 K-5 students who speak over 27 home languages other than English.



Hosted the 15th NBA Cares Day of Service, where participants **assembled 500 essential needs backpacks** and **2,300 hygiene kits** for displaced youth, women and men in the Salt Lake Valley area, as well as packed over **500,000 meals** to target food insecurity throughout Utah.

Generated more than

\$280 MILLION

in economic impact for Salt Lake City.

Team LeBron played for Big Brothers Big Sisters of Utah, while Team Giannis represented Raise the Future, contributing nearly

\$1,000,000

total across both organizations.

NBA Finals Legacy Projects

The NBA celebrates the NBA Finals with the dedication of a newly refurbished Live, Learn or Play space in each Finals city.

During the 2023 NBA Finals, the NBA and YouTube TV partnered with the **Denver Nuggets** and the **Boys & Girls Clubs of Metro Denver** to transform a **STEM Lab** at the **Arthur E. Johnson Boys & Girls Club** in Denver, Colorado. The **NBA, YouTube TV and the Miami HEAT** partnered with **CARE Elementary** to address food insecurity by announcing the HEAT Emergency Food Relief Fund to help purchase meals for students, 99% of whom are on free or reduced lunch. One hundred forty meal boxes were also packed for families, while a refurbished Miami HEAT Food Court with new kitchen appliances and a Miami HEAT Computer Lab were unveiled. Additionally, as part of the Miami HEAT's Re-HEAT program that ensures no food within Kesaya Center goes to waste, hot meals were served to 350 residents at the **Miami Rescue Mission**.



Dedicated a newly
refurbished

**LIVE, LEARN
OR PLAY
SPACE**

in each Finals city



NBA Green



The NBA is committed to using the power of basketball to inspire our fans and partners to minimize environmental impacts and drive broader progress. In alignment with the United Nations Sport for Climate Action Framework, the NBA aspires to reduce its carbon footprint by 50% by 2030 and is focused on the following areas:



The NBA aspires to reduce its carbon footprint by

50% BY 2030



ECO-DATACOLLECTION, TRACKING & IMPACT REDUCTIONS

Conducting a thorough evaluation of league events and business operations to serve as the foundation for future carbon reduction priorities and programs.

Working with accredited partners to reduce impacts where possible and offset unavoidable emissions.



ENVIRONMENTAL & CLIMATE JUSTICE

Addressing environmental and climate justice by mitigating our carbon footprint, waste and water.



EDUCATION & AWARENESS

The NBA leverages its platform to educate stakeholders and fans through programs and events, such as:

- ▶ Launching the first-ever NBA Arena Sustainability Task Force in April 2023, **with full participation from all 29 arenas**, to share best practices to lessen arenas' environmental footprint and to better understand current sustainability operations and challenges.
- ▶ During NBA All-Star 2023, the NBA partnered with the University of Utah's SPARC Environmental Justice Lab to raise awareness about air quality issues in the Salt Lake City area at local elementary schools. The NBA also helped install an industrial-scale air filter and air quality sensors for SLC schools.



- ▶ During Earth Month 2023, fans across seven countries completed the carbon footprint quiz the NBA hosted with Clever Carbon to educate fans about their carbon footprint and ways they can reduce their climate impacts.

This year, the NBA has:

COMPLETED GHG ASSESSMENT

- ✓ Completed an initial baseline greenhouse gas emissions assessment for all NBA offices and league-owned events.

INCREASED LEADERSHIP IN SUSTAINABILITY

- ✓ Increased sustainability leadership in NBA arenas, with **62% of arenas now having sustainability leads, 14% of which are fully dedicated to sustainability.**

REDUCED FLIGHT MILES

- ✓ Reduced 2022-23 season team flight miles **by 11%**, which both improved player health and decreased greenhouse gas emissions from team travel across the league by 39%.*

ADDRESSED CLIMATE CHANGE

- ✓ Hosted our **first-ever session** during an NBA conference on the effects of climate change and environmental injustices on sport.

RECOVERED AND DONATED FOOD

- ✓ **Recovered 4,000 pounds of food** from the 2023 NBA All-Star Game, providing approximately 3,400 meals to local community organizations in need and preventing 1.16 metric tons of carbon dioxide equivalent of GHG landfill emissions (based on EPA emissions factors for food waste).



NBA players supported the cleanup of local beaches.

*The estimation of GHG emissions related to team travel is based on methodologies supported by the Greenhouse Gas Protocol and the U.S. EPA. The NBA is actively working to engage with teams on sustainability to further refine and improve its impact accounting.

NBA Mind Health

In April 2018, the NBA launched Mind Health to humanize mental health as an essential element of wellness both on and off the court.

To amplify the global conversation around mental health and wellness and help others realize that seeking support is a sign of strength, NBA Mind Health has released several PSAs, resources and tools for fans of all ages.



MIND HEALTH

**“NEVER BE
ASHAMED OF
WANTING TO BE
A BETTER YOU.”**

— DEMAR DEROZAN
Chicago Bulls



In 2018, DeMar DeRozan and Kevin Love aimed to inspire others to discuss and address mental wellness.

Since 2019, the NBA has partnered with Crisis Text Line to provide confidential,

**24/7
SUPPORT**

to fans, leading to more than **3,000 conversations** and **5 active rescues**.



During Mental Health Awareness Month 2023, NBA, WNBA and NBA G League players and coaches were featured in a PSA on ways to take care of our mind health.

THE

VOTE

VOTE

ADVANCING SOCIAL JUSTICE

The NBA, its teams and players have a long history of advancing social justice. The values of diversity, equality and inclusion that guide our league today were shaped by our early pioneers. The NBA family is committed to collective action through the NBA Foundation, National Basketball Social Justice Coalition, the promotion of greater civic engagement, support for Historically Black Colleges and Universities (HBCU) and advocating for greater inclusion and acceptance for all.

- 19 NBA Foundation**
- 21 National Basketball Social Justice Coalition**
- 23 Social Justice Programs and Initiatives**
- 25 Civic Engagement**
- 26 NBA's Support of HBCUs**

NBA Foundation

The NBA Foundation drives our effort to advance economic opportunity for Black youth in communities across the U.S. and Canada.



Seeded with **\$300 million** over 10 years by the NBA Board of Governors, the Foundation establishes lasting partnerships with leading non-profits focused on workforce development (in fields like STEM, business, law and education), access to higher education, mentorship, entrepreneurship and narrative change.

\$75 MILLION
total invested

200+
grants awarded in
all 28 NBA markets
impacting
200,000
Black youth



ALL-STAR PITCH COMPETITION

During NBA All-Star 2023, the Foundation collaborated with the Utah Black Chamber of Commerce and the National Black MBA Association to host **the inaugural All-Star Pitch Competition**, providing eight Black entrepreneurs with the opportunity to network with influential business



leaders, receive valuable feedback and compete for cash prizes. This year's competition featured entrepreneurs in the technology and wellness industries.

Grantee Spotlights



URBAN ALLIANCE

Urban Alliance supports a diverse cohort of future professionals from under resourced communities, predominantly youth of color, by providing job-skills, mentorship and paid internships to level the playing field.



“ We know that providing meaningful resources, tools and access to equitable opportunities for youth in communities of color can make a difference to help them excel and succeed.”

—Elizabeth Lindsey
CEO, Urban Alliance



RECONCILE NEW ORLEANS

Reconcile New Orleans serves as a vehicle for young adults to transform their lives through professional development, personal growth and encouragement.

“ With the NBA’s investment, Reconcile Interns will experience a personally customized, youth-centered workforce development program where they gain occupational skills, receive one-on-one coaching, access to mental health services and opportunities for personal and professional growth.”

—Gerald Duhon
Executive Director, Café Reconcile



National Basketball Social Justice Coalition



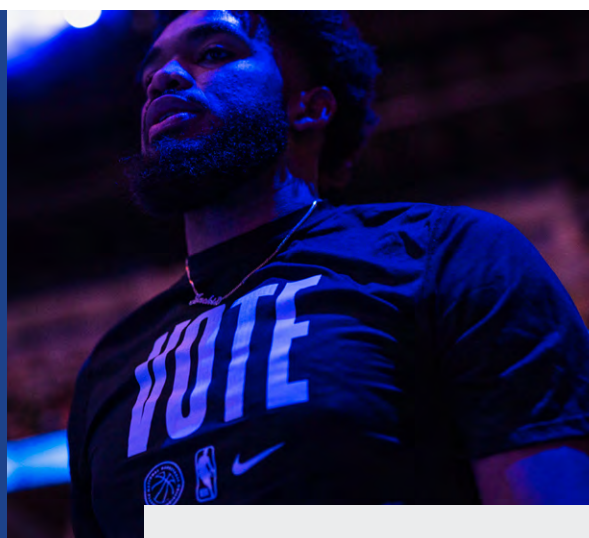
Since 2020, the National Basketball Social Justice Coalition has worked to advance policy reform related to criminal justice, policing, voting rights and community safety.

The Coalition brings together NBA players, governors, coaches and teams to impact federal, state and local legislation and develops strategic messaging and engagement plans with local and national justice organizations. Highlights of the Coalition's work this year include:



RESTORE THE VOTE

The NBA partnered with the Minnesota Justice Research Network, Karl-Anthony Towns and the Minnesota Timberwolves to support "Restore the Vote" legislation, which was signed into law in March 2023. The legislation restores the right to vote for **over 55,000 formerly incarcerated Minnesotans**.



The right to vote restored for over

55,000

formerly incarcerated Minnesotans



Coalition board members and NBA leaders educated the public about state-specific justice issues, including **CJ McCollum on public safety and criminal justice reform in Louisiana**; **Doc Rivers on exoneration policy in Pennsylvania**; **Malcolm Brogdon on juvenile justice in Boston**; and **Dwane Casey on voting and expungement in Michigan**.



CLEAN SLATE SUMMIT

The NBA convened a Clean Slate Summit with the Utah Jazz, Utah Governor Spencer Cox, Clean Slate Utah and Rasa Legal highlighting Utah's bipartisan "clean slate" criminal justice reform legislation, which impacts over 800,000 Utahns. An on-site expungement clinic supported more than 400 Utahns to begin the process to clear their records.

THE EQUAL ACT

The NBA advocated for the Equal Act, which would end a longstanding and racially unjust federal sentencing disparity. While the bipartisan legislation is still pending, U.S. Department of Justice prosecutors have been instructed to charge and seek equitable sentences — benefiting nearly 1,000 individuals annually.



In 2023, the NBA facilitated three White House policy conversations with players and team representatives from the Oklahoma City Thunder, Golden State Warriors and Boston Celtics.

Social Justice Programs and Initiatives



MLK DAY AND BLACK HISTORY MONTH

- ▶ The NBA honors the life and legacy of Dr. Martin Luther King Jr. and Black History Month by elevating the voices, experiences and perspectives of Black players, coaches, employees and fans and highlighting the impact of the Black community, Black-owned businesses, organizations and initiatives.
- ▶ For BHM, the WNBA and Playa Society created a signature apparel line, with proceeds benefiting Black Girl Ventures to create access to capital for Black and Brown women entrepreneurs.



KAREEM ABDUL-JABBAR SOCIAL JUSTICE CHAMPION AWARD

The award annually recognizes a current NBA player who pursues social justice and upholds the league's values of equality, respect and inclusion. The winner receives a \$100,000 contribution to a social justice organization of his choosing. In 2023, Golden State Warriors guard Stephen Curry was named the Social Justice Champion for fostering and creating access to opportunity.



BUILDING BRIDGES THROUGH BASKETBALL

With Under Armour and RISE, the NBA family brings together youth and law enforcement for basketball games, facilitated community conversations and leadership-building activities. Thirteen Building Bridges Through Basketball programs ran during the 2022-23 season in Atlanta, the Bay Area, Boston, Charlotte, Chicago, Cleveland, Indianapolis, Los Angeles, Miami, Minneapolis, New York City, Philadelphia and Washington D.C.



PLAY FOR JUSTICE

Play for Justice brings NBA players, coaches, staff, team governors, local advocates and elected officials inside correctional facilities to host basketball games and facilitate conversations with incarcerated individuals for transformative change.



COMBATING HATE

- ▶ The NBA partnered with the United Nations and the Eradicate Hate Global Summit Sports Working Group to establish the **UN & Eradicate Hate Global Summit Sports Working Group**. The Sports Working Group works with teams around the world to foster acceptance and mutual respect and counter hate speech.
- ▶ The NBA is also a member of the ADL's Sports Leadership Council, a partnership to promote social change and condemn discrimination in our society. The league is a founding member of the **Shine A Light** campaign addressing modern forms of antisemitism and using the powerful story of Hanukkah and the message that light can dispel darkness.



- ▶ In January 2023, the NBA family partnered with Zikaron Ba'Salon, an organization that encourages open discussion about the Holocaust, to commemorate **International Holocaust Remembrance Day**. Holocaust survivor, Dr. Arnold Clews, shared his journey through 12 concentration camps and his eventual immigration to the United States with more than 250 league and NBA team employees.



- ▶ For the conclusion of **AAPI Heritage Month 2023** and the beginning of **Pride Month 2023**, the NBA's employee resource groups, APEX and NBA PRIDE, hosted a community conversation on allyship, mental health, violence awareness and reducing targeted hate in marginalized communities. The conversation featured leaders from partner organizations including ASCEND, Athlete Ally and Modern Health.



Civic Engagement

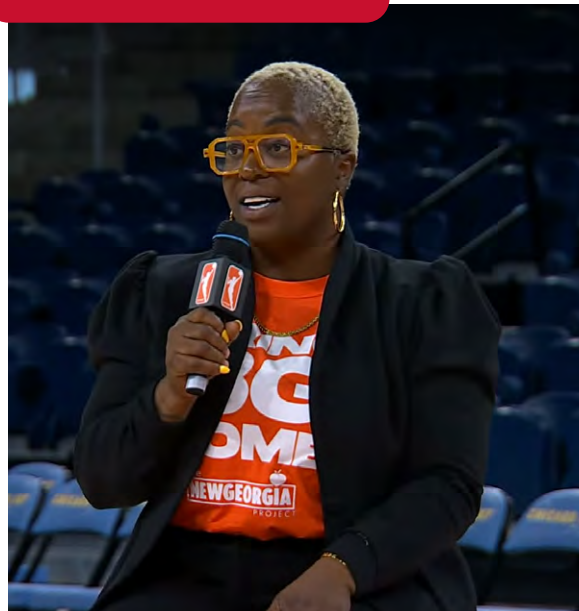
In a historic first, the NBA did not play games on Election Day 2022. Instead, all 30 teams played the night before, as part of the NBA's Civic Engagement Night, to educate fans and encourage voter participation.



Throughout the season, NBA players and teams urged fans to **"Get In The Game: Vote"** through in-game messaging, community events and support for election workers and non-profit groups.

Partnerships with National Voter Registration Day, vote.org, BallotReady and When We All Vote provided voting tools and information to millions of fans through a digital Elections Hub, social media, PSAs and in-game announcements.

In 2022, 14 NBA teams committed their facilities for voting-related activities. These combined efforts reached millions of voters, helping to drive unprecedented midterm turnout.



The WNBA streamed a 2022 Voting Rights Town Hall with panelists Carolyn DeWitt (Rock The Vote), Nsé Ufot (The New Georgia Project) and Sophia Lin Lakin (ACLU).

NBA's Support of HBCUs



TMCF INNOVATE THE FUTURE PITCH COMPETITION

In partnership with the Thurgood Marshall College Fund (TMCF), the NBA hosts an annual Innovate the Future Pitch Competition to engage innovative and entrepreneurial-minded HBCU student leaders for a chance to win David J. Stern Scholarships. In 2023, 16 HBCU students, divided into four teams, competed for the chance to win **\$10,000 individual scholarships.**



**MORE THAN \$1 MILLION
WAS CONTRIBUTED TO
TMCF, GSU, SU AND
THEIR STUDENTS**



HBCU CLASSIC

The second NBA HBCU Classic, presented by AT&T, took place at NBA All-Star 2023 featuring Grambling State University (GSU) vs. Southern University (SU). The men's basketball game was simulcast on NBA TV, TNT and ESPN2. The NBA and AT&T **donated \$100,000** to both GSU and SU.

- ▶ During the weekend, the NBA hosted off-court activations, including career development programming for the student-athletes.
- ▶ Additional students participated in the NBA HBCU Student Art Showcase, while others joined the HBCU Event Intern program.
- ▶ More than **\$1 million was contributed to TMCF, GSU, SU and their students.** Coaches, trainers and managers from SU and GSU then served as support staff at the 2023 NBA Draft Combine in Chicago to gain professional basketball experience and network.



NBA HBCU FELLOWSHIP PROGRAM

The NBA HBCU Fellowship provides career development opportunities in the business of basketball. The 10-week program places undergraduate and graduate students in roles at NBA teams and at the league office.



NBA X HBCU EVENT SHADOW PROGRAM

HBCU students intern and receive one-on-one mentorship from league employees at marquee events, including NBA All-Star, NBA Draft Combine, NBA Summer League and NBA G League Winter Showcase.

GROWING

GROWING THE GAME OF BASKETBALL

Through the core values of teamwork, respect, determination and community, the NBA and other league properties aren't only helping to develop and engage the next generation of players, but also the next generation of fans, businessmen and women, community leaders and more.

- 29 Jr. NBA
- 32 Basketball Without Borders
- 32 NBA Basketball School
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- 35 Coaching Development Program
- 36 Basketball for All
- 37 Responsible Gaming

Jr. NBA



As the official youth basketball program of the NBA and WNBA, the Jr. NBA teaches the fundamentals and core values of the game to youth around the world.



42.6M
total reach

Across
159
countries

107K
coach participants

Her Time To Play

Her Time To Play champions change on behalf of girls and women by providing them a forum to actively engage with one another through basketball.



55,000

girls, coaches and
parents participated

25K

kids

Jr. NBA Leagues

Jr. NBA Leagues is a U.S. network of youth basketball leagues for boys and girls ages 6-14. The program provides youth with access to best-in-class recreational basketball.

85

applications
in 2023

Jr. NBA Program of the Year

The Jr. NBA Program of the Year, powered by Under Armour, recognizes youth basketball organizations that develop athletes on and off the court, support their physical and mental well-being and keep them connected to the game.

Jr. NBA Court of Leaders

Jr. NBA Court of Leaders provides 30 16- and 17-year-old high-level basketball players with resources for leadership development and a platform to amplify their voices within their communities. The young leaders participate in programming focused on leadership, decision-making, mental wellness and civic engagement.



Jr. NBA Respect for the Game

Jr. NBA Respect the Game promotes a positive youth sports culture for 25,000 youth, parents and coaches while advancing the Jr. NBA's core values of teamwork, determination, respect and community.



25,000

youth participants,
parents and coaches

300,000

live views across
social media and
in-person attendees

3,000

youth participants
in 2023

Jr. NBA Conference powered by Under Armour

The Jr. NBA Conference powered by Under Armour connects the global youth basketball community annually through programming that positively impacts young people both on and off the court.



Jr. NBA Skills Challenge

The Jr. NBA Skills Challenge provides boys and girls, ages 13 and under, the opportunity to showcase their fitness through basketball drills at local and national levels.

Jr. NBA Live

Jr. NBA Live brought together 3,000 youth, parents and coaches from around the world for candid conversations with members of the NBA family. The monthly conversations cover parent and player relationships, mental health and wellness and girls' participation in youth basketball.

3,000

youth, parents and
coaches participated
in the 2022-23 season



Basketball Without Borders



Launched in 2001, Basketball Without Borders (BWB) is the NBA and FIBA's global basketball development and community outreach program, which unites young basketball players to promote the sport and encourage positive social change in education, health and wellness.



Through BWB, international players learn from world-class players and coaches, showcase their skills in front of professional league personnel and compete against top talent.

In 2022, camps took place in four regions – Cairo, Egypt (Africa), San Luis Petosi, Mexico (Americas), Canberra, Australia (Asia-Pacific) and Milan, Italy (Europe) for **247 campers from 82 countries** and culminated with 40 campers from 27 countries participating in BWB Global at NBA All-Star 2023.

4,000

campers from
135 different countries

109

BWB alumni
have played
in the NBA
or WNBA

38

BWB alumni were
on 2022-23 NBA
opening night
rosters

NBA Basketball School

NBA Basketball School is a network of basketball development programs open to male and female players from outside the U.S. ages 6-18.

NBA Basketball Schools have been announced or launched in 14 countries, including Argentina, Australia, Brazil, China, Dominican Republic, India, Italy, Kuwait, Lithuania, Mexico, Spain, Switzerland, the UAE and Uruguay.

22,600

NBA Basketball
School participants

Sports Envoy and Visitors Programs



Since 2005, in partnership with the U.S. Department of State's Bureau of Educational and Cultural Affairs, current and former NBA and WNBA players and coaches have traveled around the world as ambassadors of the sport.



Participants conduct drills and team-building activities; engage with youth to discuss the importance of education, teamwork and respect for diversity; and meet with local sports leaders, government officials and other important stakeholders. Additionally, the NBA works closely with the State Department to host international groups visiting the United States. In total, the NBA and WNBA have taken part in **124 envoy and visitor exchanges, consisting of 185 programs in 68 countries.**

124

envoy and visitor
exchanges

185

programs in

68

countries

NBA Player Development

NBA Player Development ensures players have access to critical educational resources, support and opportunities. Player Development programs span the arc of a player's career, helping players maximize their performance on the court, realize their passions outside of the game and plan for their future.



Leadership Development

Teaching leadership development and life skills to players at all stages of their career.

USA BASKETBALL, JUNIOR NATIONAL TEAM PROGRAM

NBA Player Development, the NCAA and USA Basketball work with top high school players and their parents, providing exposure personally and professionally to the breadth of the basketball journey.



Transition In

Assisting new players as they transition into life as a professional in the NBA G League and NBA.

ROOKIE TRANSITION PROGRAM

The Rookie Transition Program provides 70-80 players entering the league each season with resources that inform their decisions, offer support services and assist them in successfully adapting to life in the NBA and the NBPA.



Now and Next

Now and Next empowers in-career players to thrive on and off the court, while encouraging players to identify and explore off-court passions and future careers.

BUSINESS OF BASKETBALL

Business of Basketball educates players about the business of the NBA and engages them as valuable partners of their team and the league.

TEAM AWARENESS MEETINGS

Bi-annual meetings with the NBPA and each team's roster provide players with league and union updates, education on available resources and awareness of changes and trends impacting their work and lives.

BUSINESS MENTORSHIP PROGRAM

The Business Mentorship Program pairs players who own businesses with established entrepreneurs for six months. Mentors help players establish and achieve business goals, provide guidance on their business plans and connect them to additional resources.



Supported
more than

200

candidates to
become qualified
coaches



Coaching Development Program

Launched in 1988, the Coaching Development Program develops qualified coaching candidates by providing career transition services to current and retired NBA, G League and WNBA players. Since its inception, the program has helped prepare more than **200 candidates** for league and team roles.

Basketball for All



KULTURECITY

KultureCity, a non-profit that helps individuals with autism gain acceptance and inclusion and reach their full potential, is a longstanding NBA partner. KultureCity provides comprehensive training for customer-facing staff and the option for fans to use sensory bags with noise canceling headphones, branded identifiers, fidget toys, weighted lap pads and more.

- All 30 NBA teams have taken steps to make their arenas more accessible for families with sensory needs.

ALL 30 NBA TEAMS HAVE TAKEN STEPS TO MAKE THEIR ARENAS MORE INCLUSIVE OF FAMILIES WITH SENSORY NEEDS.



SPECIAL OLYMPICS

The NBA's global partnership with Special Olympics began more than 30 years ago. Since then, we've partnered with Special Olympics to foster an accepting and inclusive environment for athletes of all ages.



SIGN NOW

During the 2023 NBA Finals, the NBA partnered with SignNow to interpret game recaps in American Sign Language, ensuring sign language accessibility to the deaf community in the U.S. and across the globe.



Responsible Gaming

The NBA takes measures to promote responsible gaming by partnering with the National Council on Problem Gambling (NCPG) and the American Gaming Association (AGA) through its *Have A Game Plan.® Bet Responsibly.™* public service campaign. This partnership educates basketball fans on the importance of responsible gaming while providing resources for all NBA and WNBA teams. In addition, the NBA no longer uses the term “risk free” regarding gambling on league-controlled platforms.



Examples of NCPG partnership responsible gaming campaign graphic.

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NBA'S COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

Diversity, equity and inclusion are central to the league's values and business approach. **Diversity** spurs innovation and better connects us to fans. **Equity** recognizes that every person has different circumstances and needs, and that individuals follow different paths to success. **Inclusion** leverages diversity by fostering a sense of belonging that encourages growth and retention at the NBA. These are the core pillars of our DEI strategy – **driving diversity, elevating equity and increasing inclusion.**

- 39 Driving Diversity
- 40 Elevating Equity
- 41 Increasing Inclusion
- 44 Economic Inclusion
- 45 NBA Employee Representation

Driving Diversity



The NBA invests in strategic partnerships, targeted development, and bespoke programs to recruit, develop, retain and advance its dynamic workforce.

The **Business & Basketball Training Program** provides skill development, real-world training, exposure and mentorship to prepare participants to thrive in the sports industry. The program builds a diverse pipeline of talent in key business areas including analytics, basketball operations and sales.

TRAINING PROGRAMS

Future Sales Stars



- 80% People of Color
- 59% Women
- 43% Hired following the program

Future Analytics Stars



- 75% People of Color
- 43% Women
- 25% Eligible participants hired full-time

Future Basketball Operations Stars



- 96% People of Color
- 38% Women
- 21 NBA teams

Elevating Equity



We are constantly evaluating our infrastructure to elevate our policies, programs and practices to drive greater accountability and impact.



BUSINESS-TO-BUSINESS DIVERSITY PROGRAM

The NBA continues to seek innovative ways to engage diverse-owned businesses and instituted a “Rule of One,” ensuring that every Request for Proposal includes at least one diverse supplier. Over the past year, the NBA has increased spending with **Black-owned businesses by 65%** and with **Asian-American-owned businesses by 29%**.

THE NBA HAS INCREASED SPENDING WITH BLACK-OWNED BUSINESSES BY 65% AND WITH ASIAN-AMERICAN-OWNED BUSINESSES BY 29%

MORE THAN 400 COACHES AND MORE THAN 160 REGISTERED TEAM FRONT OFFICE USERS HAVE CREATED PROFILES



COACHES EQUALITY INITIATIVE

The Coaches Equality Initiative (CEI) is a partnership between the NBA and the NBA Coaches Association that increases the number and visibility of highly skilled coaches in the NBA and ensures a level playing field for the development of all qualified coaching candidates, regardless of race, religion, gender or sexual orientation. CEI hosts professional development and leadership training, along with networking opportunities at league events. CEI’s Coaches Database increases participants’ exposure to team decision makers. **More than 400 coaches and more than 160 registered team front office users have created profiles.**

Increasing Inclusion



The NBA's employee resource teams (ERTs) strengthen our culture and build community by facilitating connections between employees with shared backgrounds or interests. Each ERT is committed to supporting the league's strategic priorities and providing professional development opportunities.



APEX (ASIAN PROFESSIONAL EXCHANGE) commits to promoting and celebrating Asian cultures, with a focus on engagement, inclusion and league advocacy of Asian professionals.



CONEXIÓN ÉNE-BÉ-A promotes Latinx/Hispanic cultural awareness while contributing to the league's success, diversity and business objectives through career development, education and community involvement.



DREAM IN COLOR fosters growth and retention of Black employees, creates a platform to facilitate engagement and mentorship and provides community service opportunities geared towards urban-youth development.





» **NBA PRIDE** brings together LGBTQ employees and allies to foster an environment where all employees feel empowered and encouraged to bring their whole selves to work each day. In 2016, the NBA became the first professional sports league to participate in the NYC Pride March.

» **NBA VETS (VOICES OF EMPLOYEES THAT SERVED)** highlights the experiences and contributions of current and former service members, provides professional development and networking opportunities for members and creates lasting relationships with community military organizations.



» The **NBA WOMEN'S NETWORK** builds a community for women and allies. It promotes professional growth and authentic connection opportunities to foster a culture of inclusion and advancement for women.



» The **NBA NETWORK OF EMERGING TALENT** is tailored to those in the early stages of their career who are developing a professional brand and narrative. NET increases members' exposure to professionals in and out of the sports industry and aims to advance career opportunities.



PRIDE AND LGBTQ+ SUPPORT



» The NBA and WNBA family works with leading LGBTQ+ organizations, including **GLAAD**, **GLSEN** and **ATHLETE ALLY**, to highlight helpful resources and uplift voices from within the LGBTQ+ community. We also participate in the NYC Pride March annually.

» Each October, the NBA and WNBA participate in **GLAAD SPIRIT DAY** to support LGBTQ youth and speak out against bullying. We recognize **TRANS DAY OF VISIBILITY** on March 31 to celebrate transgender individuals and raise awareness of discrimination faced by transgender people worldwide.



» In partnership with Athlete Ally, **JR. NBA COACHES FORUMS** provide youth coaches and program operators with training from industry leaders focused on developing athletes of character and creating atmospheres of inclusion. Since 2020, more than 300 coaches have participated in a Forum focusing on LGBTQ inclusion.

» The NBA and WNBA collaborate with Athlete Ally and Fanatics on exclusive **PRIDE APPAREL** benefiting Athlete Ally's work.

Economic Inclusion



NBA X LEGALZOOM FAST BREAK FOR SMALL BUSINESSES

NBA x LegalZoom Fast Break for Small Businesses is a **\$6 million commitment** in small business grants and LegalZoom services for thousands of small businesses in underserved and unrepresented communities across the country. More than 2,100 small businesses have been supported with 82% of grantees identifying as People of Color and 60% as Women.

Committing

\$6 MILLION

in small business grants



ANSWERING THE CALL

Launched in October 2020 to further diversify the NBA's licensing portfolio, ATC has enabled over **40 minority-owned** businesses to obtain an NBA/WNBA license across several categories, including apparel, home goods, toys and games.



Baublebar, a female-owned business, offers jewelry featuring NBA and WNBA team and league logos.

ATC has enabled over

40

minority-owned businesses to obtain an NBA/WNBA license



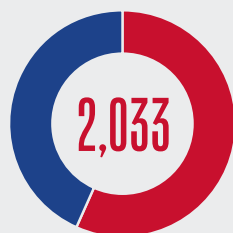
Pro Standard, a Black-owned business, offers HBCU co-branded apparel to celebrate the HBCU Classic game during All-Star.

NBA Employee Representation

FY23 SOCIAL IMPACT REPORT DEMOGRAPHIC DATA

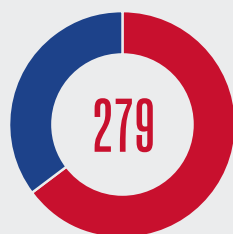
Since 2019, we have increased the representation of Women and People of Color in leadership.

Gender (Global)



Global Employees

56.3% Men
43.3% Women

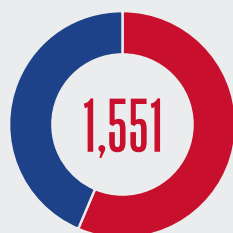


Global Vice President & Above Employees

65.2% Men
34.8% Women

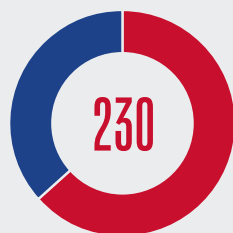
Women in global leadership
has reached 34.8%, a

25% increase



Total U.S. Employees

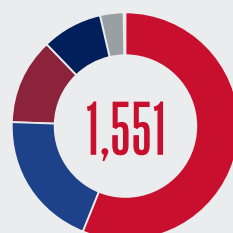
56.5% Men
43.5% Women



Total U.S. Vice President & Above Employees

63.9% Men
36.1% Women

Race/Ethnicity (U.S. only)



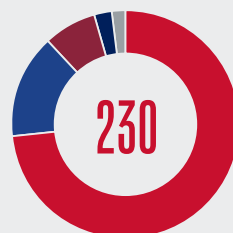
U.S. Employees

56.3% White
19.5% Black
12.3% Asian
8.4% Hispanic/Latino
3.4% Two or More
0.2% Additional Groups

As of June 2023, a record

19.5%

of our U.S. workforce self-identifies
as Black/African American



U.S. Vice President & Above Employees

73.5% White
14.8% Black
7.4% Asian
2.6% Hispanic/Latino
1.7% Two or More
0.0% Additional Groups

People of Color in
U.S. leadership has
reached 26.5%, a

16%

increase

Data Accurate as of 6/21/23 and includes Regular Employees Only. U.S. Employees are defined by Secaucus, New York, and NBA G League Ignite Players/Staff HRIS locations.

WOMEN'S
LEAGUES



AFFILIATED LEAGUES

- 47 WNBA
- 51 NBA G League
- 51 NBA 2K League
- 51 BAL

Affiliated Leagues



WNBA legend Sheryl Swoopes teaches youth basketball players how to be an offensive threat at the WNBA All-Star Clinic in Chicago.

WNBA Changemakers

- ▶ WNBA Changemakers are invested in driving positive change for the WNBA, women's sports and women in society. Beginning with inaugural partners AT&T, Deloitte and Nike, and growing to welcome Google and U.S. Bank, these Changemakers are going above and beyond what it means to be a traditional sponsor in the women's sports space.

**MENTORED 42
WOMEN OF
COLOR FROM
HBCUs AND
SOUTHERN CA
UNIVERSITIES**

- ▶ U.S. Bank and the WNBA teamed up with Project Destined to launch *She's Invested: Supporting Emerging Female Leaders*; mentoring 42 women of color from Historically Black Colleges and Universities (HBCUs) and Southern California universities. The program features an internship program and speaker series with WNBA players and other executives. One Project Destined student was hired into a full-time role at U.S. Bank in 2023.

WNBA Grassroots/Youth Basketball



JR. WNBA

As part of the Her Time To Play Clinic series in partnership with AT&T, WNBA players engage with hundreds of young females teaching the game of basketball and women's empowerment.



KOBE AND GIGI BRYANT WNBA ADVOCACY AWARD

In February 2023, NBA legend and six-time All-Star Pau Gasol received the Kobe and Gigi Bryant WNBA Advocacy Award for his significant contributions to the advancement of girls' and women's basketball and advocacy for the WNBA. The WNBA made a donation to the Mamba and Mambacita Sports Foundation on Gasol's behalf.

WNBA Social Justice



WNBA/WNBPA SOCIAL JUSTICE COUNCIL

The WNBA Social Justice Council cultivates spaces for community conversations, virtual roundtables and other activations to address the country's history of inequality, implicit bias and systemic racism of Black and Brown communities. The WNBA and the WNBPA connect educators, activists, community and business leaders with players, team and league staff and fans to build bridges to communities and create sustainable change.



2022 COMMISSIONER'S CUP

The 2022 Commissioner's Cup featured a new platform where the WNBA, its teams and the WNBPA worked to promote voter registration, voting rights education and advocacy ahead of the midterm elections. The league and teams selected a non-profit in each market tied to local voting efforts. For every Commissioner's Cup game, the WNBA donated \$2,000 to the winning team's organization and \$500 to the losing team's organization. At the Championship Game, the WNBA donated \$10,000 to the winning team's organization and \$5,000 to the runner-up's organization. The WNBA donated nearly \$200,000 towards voting efforts. The 2022 Commissioner's Cup Champions, the Las Vegas Aces, won \$28,500 for their nonprofit of choice.



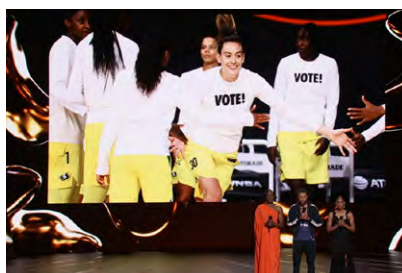
SUPPORTING BG

In support of Brittney Griner and to help drive awareness and action around her wrongful detainment in Russia, the WNBA featured Brittney's initials and jersey number (42) along the sideline of all 12 WNBA courts throughout the 2022 season. In addition, every WNBA market supported BG's Heart and Shoe Sole Drive, a community initiative she started in 2016 in partnership with the Phoenix Rescue Mission to support the homeless.



2022 ESPY HUMANITARIAN AWARD RECIPIENT

The WNBA was honored with the 2022 League Humanitarian Leadership Award at the 2022 ESPYs for being the most inclusive professional sports league and for supporting social justice, racial equality, LGBTQ+ representation, voting rights education, health equity and more.



WNBA FIT MONTH AND BREAST HEALTH AWARENESS

WNBA FIT Month, in August 2022, engaged players, partners and community organizations to highlight the importance of health, awareness and education around the risks of breast and ovarian cancer and to address the health disparities faced by communities of color. In partnership with Goodr, the WNBA hosted four grocery pop-ups across L.A., Seattle, D.C. and Atlanta to **provide 1,500 families and HBCU students** facing food insecurity with **32,000 pounds of healthy food options** (more than 25,000 meals).

WNBA Leadership

- ▶ A tribute to WNBA legend Dawn Staley, the **Community Leadership Award** reflects Dawn's contagious charitable efforts and love of the game. Betnijah Laney won the 2022 award, with the WNBA donating \$10,000 to Coalition for Change on her behalf.



- ▶ The **WNBA Cares Community Assist Award** recognizes WNBA players for both their outstanding efforts in the community and for their ongoing charitable work during the 2022 season. Brianna "Breezy" Turner won the seasonlong Community Assist Award in recognition of her extensive work on behalf of women, those impacted by gun violence, the LGBTQ+ community and the unhoused. The WNBA donated \$20,000 to three organizations on Breezy's behalf: Equality Texas, Athlete Ally and Billy's Place. In total, the WNBA donated \$50,000 to community organizations and charities on players' behalf through these two awards.



WORKING TO PROMOTE THE VALUE OF GIRLS AND WOMEN IN SPORTS.

- ▶ With the Partnership for New York City (PFNYC), WNBA/NBA Career Day hosted 30 high school students to learn about a career in sports, how to build a personal and professional brand and the landscape of the business of basketball.
- ▶ For the past eight years, the WNBA has partnered with Lean In, running PSAs during the Playoffs that have encouraged men to step up for the women and girls in their lives and to promote the value of girls and women in sports.



NBA G League

As the League of Opportunity, the NBA G League is committed to positively impacting youth and communities across the globe through three main pillars:

- 1. ELEVATE** Develop the next generation of NBA talent on and off the court through career programs that promote diversity, inclusion and access;
- 2. EMPOWER** Unite and strengthen communities through programs that champion social justice, education and wellness; and
- 3. INSPIRE** Spark social change and grow the game through youth basketball initiatives and influential community partnerships.

NBA 2K League



The NBA 2K League focuses on four pillars:

- 1.** Increasing equity, access and participation in e-sports and gaming for underrepresented groups, such as women and girls;
- 2.** Raising awareness for and providing helpful mental health resources;
- 3.** Creating the next generation of 2K League fans and players by engaging communities; and
- 4.** Highlighting the importance of and supporting students who attend Historically Black Colleges and Universities (HBCUs).

BAL

The Basketball Africa League (BAL), a partnership between the International Basketball Federation (FIBA) and the NBA, is a professional league featuring the top 12 club teams from 12 African countries. The league's social impact efforts focus on raising awareness of gender-based violence, supporting girls' education, growing female participation in basketball at all levels and increasing both organizations' partnerships and business relationships with African-owned small and medium enterprises. The 2023 BAL Playoffs and Finals featured a series of youth development and social impact events that engaged fans, players and the local community throughout the week, including Jr. NBA, coaches and Special Olympics clinics, a local court refurbishment, BAL4HER workshops, an innovation summit, the second BAL Elevate Showcase and more.

