

NBA Cares

Program Overview

NBA Cares is the league's global social responsibility program that builds on the NBA's mission of addressing important social issues around education, youth and family development, and health-related causes in communities around the world.

The league, in partnership with its teams and players, works with internationally recognized youth-serving programs, including: Special Olympics, YMCA of the USA, Boys & Girls Clubs of America, UNICEF, the Make-A-Wish Foundation, Share Our Strength, Nothing But Nets, Let's Move!, My Brother's Keeper, MENTOR and GLSEN.

Upon its inception in 2005, NBA Cares pledged to donate one million hours of hands-on community service, raise \$100 million and build 100 places safe spaces for kids. To date, NBA Cares has far surpassed those original benchmarks, providing more than **3.5 million hours** of hands-on community service, donating more than **\$270M** to charity and creating more than **1,000 places** for kids and families to live, learn and play.



The Strategy

Social responsibility has long been part of the NBA's mission statement, using the league's platform to shine a light on important causes and foster healthy, safe communities.

As the landscape evolved, the NBA established a new calling in 2015 that aligns perfectly with the league's strategy in social responsibility: **compete with intensity, lead with integrity, and inspire play.**

NBA Cares focuses on **inspiration, service and legacy** through its core programs: Hoops for Troops, Season of Giving, My Brother's Keeper, NBA FIT, Hoops for St. Jude, Autism Awareness and NBA Green.

Working in concert with teams and the league's regional offices is a hallmark of NBA Cares – and a key to the program's success. The NBA's social responsibility department holds regular meetings with the community relations departments for all 30 teams and our international offices in 12 markets to establish two-way communication and share best practices.

The NBA has a unique setup, with a department – Social Responsibility & Player Programs – specifically charged with helping players achieve even greater success off the court. The department is run by NBA President Kathy Behrens, who reports directly to NBA Commissioner Adam Silver. From the moment players enter the league, social responsibility is a priority. At the Rookie Transition Program, members of this department speak to players about how giving back is part of the NBA's DNA. Players are encouraged to think about the issues that matter most to them so they can have an organic connection to their areas of impact.

As a whole, the platform has vastly reshaped what it means to be an athlete today, by linking the dedication players have for the game, with their commitment to local communities and passion for causes that matter most to them. The efforts of players like LeBron James, Russell Westbrook and Joakim Noah speak to the powerful impact engaging and supporting athletes in their off-the-court passions has had both in the cities they play in, and across the globe.



A Banner Year for NBA Cares

In 2015, NBA Cares celebrated its **10th anniversary**.

With the NBA All-Star Game in New York City, the league ambitiously engaged **more than one million youth** in basketball through **754 events across the five boroughs**. As part of the seasonlong effort, NBA Cares hosted an unprecedented **100 basketball clinics – 20 per borough –** on [NBA FIT Friday](#), Feb. 13. Friday also marked the annual [NBA Cares All-Star Day of Service](#) when **hundreds of volunteers** from the NBA family joined NBA All-Stars to sort and pack **160,000 pounds of food** to benefit more than **10,000 New Yorkers** in need. Additionally, the NBA and State Farm® **refurbished 10 indoor basketball courts – two per borough –** in partnership with the New York City Department of Education.



As part of the 10th anniversary, NBA Cares is creating its **1,000th** place where kids and families can live, learn or play at Madison Square Boys & Girls Club in the Bronx. **ABC's [Good Morning America](#)** covered the project on its 2015 Christmas Day episode. With Live, Learn and Play places in **27 countries** and territories on **five continents**, the NBA, WNBA and NBA D-League have left a lasting legacy, and provided safe spaces for children of all ages around the world.

Throughout the year, the NBA continued its work creating safe, healthy and inclusive communities, through programs and PSAs such as “Lean In Together,” “We Can End Gun Violence” and MENTOR’s “In Real Life.”

Goals for the Next Decade

In celebration of the 10th anniversary, NBA Cares is renewing its commitment to communities around the world by inspiring play and teaching basketball’s values to more than **15 million youth**, providing an additional **3 million hours of hands-on service** to others, and leaving a lasting legacy in communities by building **1,000 more** safe places to live, learn or play by 2025.

As part of the efforts to engage youth, the league enhanced the Jr. NBA program by committing to reach more than **five million youth (boys and girls ages 6-14) in the U.S. and Canada over the next two years**. In 2015, the league launched the [first Jr. NBA week](#), which featured all 30 teams hosting a collective **100 events** to teach the game of basketball, providing kids with an easy way to stay active and instilling values that last a lifetime such as sportsmanship, respect, teamwork, and healthy living. Globally, the NBA runs **youth and basketball development programs** across **33 countries**, reaching more than **10 million kids**.



Commissioner, Executive & League Office Participation

Inclusion, diversity and volunteering are major focus areas for the NBA. For the **seventh consecutive year**, the NBA received an **overall A grade** on the annual Racial and Gender Report Card released by the Institute of Diversity and Ethics in Sport.

The commitment starts at the top. NBA Commissioner Adam Silver plays an active role in the league’s social responsibility efforts from forging the league’s partnership with Sheryl Sandberg’s [LeanIn.Org](#) to rolling up his sleeves at volunteer projects across the world to raising awareness for fitness by running the first leg of the [NBA's relay team in the New York City Marathon](#).



The NBA Cares Employee Volunteer Program provides employees with the opportunity to develop and nurture relationships with their fellow colleagues, while giving back to the local community through leaguwide initiatives, departmental volunteer events and individual opportunities.

As part of the annual NBA Cares Employee Day of Service, more than **700 NBA employees around the world**, including dozens of league executives, participated in fitness clinics and in a variety of hands-on service projects. During the holidays, each department receives a budget to conduct a service project for a local community organization. Also, employees have the opportunity to grant a wish for a local child in need by purchasing a gift for him or her during NBA Cares Season of Giving.



In June 2015, the NBA hired Oris Stuart as its **chief diversity and inclusion officer**. Stuart is responsible for overseeing the league's diversity strategies for all NBA properties, including the WNBA and NBA Development League.

International

At its core, basketball is an inclusive, easy-to-understand sport that can bring people together and serve as a bridge across cultures.



After many years of Basketball without Borders camps in Africa, the NBA and the National Basketball Players Association (NBPA) played the league's **first game on the continent** on Aug. 1, 2015 at Ellis Park Arena in Johannesburg, South Africa. The NBA Africa game benefitted three community partners: Boys & Girls Clubs of South Africa, SOS Children's Villages of South Africa and the Nelson Mandela Foundation. The **events in the community**, highlighted by two legacy project dedications featuring new outdoor courts and a refurbished library, were focused on growing the game of basketball, promoting a healthy lifestyle and strengthening the resources of both the Boys & Girls Club at Protea Glen and S.O.S. Children's Villages in Ennerdale to enhance their facilities and programming needs.



Together with FIBA, the NBA hosts BWB camps annually, the NBA and FIBA have staged **42 BWB camps** in **24 cities** in **20 countries** on **five continents** since 2001. BWB has hosted more than **2,300 participants** from more than **125 countries and territories**. More than **180 different current and former NBA/WNBA players** have joined more than **150 NBA team personnel** from all **30 NBA teams** with **37 BWB campers** drafted into the NBA. In terms of personal impact, there is no need to look further than Los Angeles Clippers forward Luc Mbah a Moute, who started out as BWB camper and now returns often as a BWB coach and mentor, after moving to the U.S. to play college basketball at UCLA and eventually becoming an NBA player.

The NBA has worked with the U.S. State Department on people-to-people exchanges with nations all over the world. Since 2005, the league has participated in **56 Sports Envoy programs** abroad and **29 Sports Visitors programs** in the U.S. Countries include Afghanistan, Burma, China, Iran, Iraq, Saudi Arabia, South Sudan, Venezuela, and others.

Doing Well by Doing Good

The league's focus on community work allows the NBA to leave a lasting legacy growing the game and developing new fans – but also is an important part of the business. By aligning business goals with social impact investments, NBA Cares is able to innovate and create the maximum impact. As of 2015, NBA Cares achieved a new high-water mark by working with **15 marketing partners** on various programs.

Cause Partnerships:

Under Armour: Committed to youth sports and fitness, Under Armour is the presenting partner of the Jr. NBA in the United States. To date, more than **3,000 organizations** have registered for the Jr. NBA in the U.S. and Canada.

Kaiser Permanente: Committed to individual and community health, Kaiser Permanente and the NBA teamed up for the inaugural Total Health Forum, convening leaders across health, sports, community and policy to address and improve the health and wellness of communities across America. The first-of-its-kind event brought together more than **250 people** and spurred an online conversation around health, generating more than **1.5 million impressions**.

Community/Government Organizations:

Boys & Girls Clubs of America: Committed to mentorship and safe spaces for youth, the NBA has created **54 safe spaces** for children and families at Boys & Girls Clubs.

LeanIn.Org: Committed to diverse, inclusive environments, the NBA partnered with LeanIn.Org to create a series of [“Lean In Together” PSAs](#) that speak to the impact of men supporting women at home and the workplace. Since its launch in March 2015, the **#LeanInTogether** campaign has reached an estimated **480 million people on social media**, in addition to the millions of NBA fans that saw the spot on TV and at games.

Share Our Strength: Committed to providing kids with nutritious food, the NBA supports Share Our Strength's “No Kid Hungry” campaign to provide youth with access to healthy meals, especially through year-round school breakfast and lunch programs.

Hoops for St. Jude: Committed to health and wellness, NBA Cares supports [Hoops for St. Jude](#) to raise awareness and support for the hospital's lifesaving mission. Over the course of the 2015-16 season, nearly **one third of all NBA teams** visited the youth patients at St. Jude while in Memphis to play the Grizzlies.

Department of Defense/USO: Committed to active and retired military, the Department of Defense and USO work with the NBA on the [Hoops for Troops](#) and Commitment to Service programs. In 2015, the **18th Chairman of the Joint Chiefs of Staff, General Martin E. Dempsey**, joined the NBA family as Special Adviser to NBA Commissioner Adam Silver.



Nothing But Nets: Committed to healthy communities, NBA Cares supports the United Nations Foundation's [Nothing But Nets](#) campaign. Reigning NBA MVP Stephen Curry is a champion for this cause, donating three life-saving nets that help families in Africa avoid malaria infection for every three-pointer he makes. During Curry's first three seasons running the challenge, he donated **2,457 nets**. In the 2015-16 season, Curry broke the NBA's all-time record (his own) for most three-pointers in a season.



The White House/My Brother's Keeper: Committed to mentorship, the NBA, the NBPA and the NBRPA announced in July 2014 a five-year commitment in partnership with MENTOR. The organizations are supporting a [public service campaign](#) in partnership with MENTOR designed to recruit **25,000 new mentors**, with a specific emphasis on recruiting men of color to serve as mentors.

This January, the NBA, along with Al Horford, Carmelo Anthony, Marcus Smart and Karl-Anthony Towns supported MENTOR's In Real Life campaign to drive registration and awareness by sharing personal stories on the value of mentorship.

The White House/Let's Move! Active Schools: Committed to youth fitness, the [NBA has teamed up with the First Lady](#), supporting her goal to fight childhood obesity by inspiring kids to be more active during the school day.

Engagement/Reach

Social media has provided the NBA with the perfect opportunity to spotlight the work of teams, players and community partners order to inspire followers and fans to give back in their own communities. Tapping into the league's ambitious digital approach, NBA Cares social media accounts have become leaders in the space.

Followings: (as of April 4, 2016):

Instagram: 404,745

Facebook: 152, 238

Twitter: 114,948

Recent Programs & Campaigns:

NBA Cares Community Assist Award presented by Kaiser Permanente

From April 20-27, fans cast more than **176,000 votes – up 351% from 2014** – for the 2014-15 Seasonlong NBA Cares Community Assist Award on Facebook, Twitter and Instagram using #NBACommunityAssist and #PlayerName.

#NBAGreen – Threes for Trees

To celebrate NBA Green Week, in conjunction with the Arbor Day Foundation, the NBA planted one tree every time the hashtag #NBAGreen was used and three trees every time a three-pointer was made during the week.



Fans used the hashtag more than **19,000 times** (and 992 three-pointers were hit), resulting in more than **22,000** trees being planted.