



SOCIAL IMPACT REPORT

2024-25



TABLE OF CONTENTS

NOTE FROM THE COMMISSIONER | 3

SERVING OUR COMMUNITY | 4

NBA CARES | 5
EMIRATES NBA CUP | 8
NBA ALL-STAR 2025 | 9
2025 NBA CARES FINALS LEGACY PROJECT | 10
NBA GREEN | 11
NBA TOTAL HEALTH | 13
NBA MATH HOOPS | 15

ADVANCING SOCIAL JUSTICE | 16

NATIONAL BASKETBALL SOCIAL JUSTICE COALITION | 17
SOCIAL JUSTICE PROGRAMS AND INITIATIVES | 19
CIVIC ENGAGEMENT | 21
SUPPORT FOR HBCUs | 22
NBA FOUNDATION | 23

GROWING THE GAME OF BASKETBALL | 25

JR. NBA/JR. WNBA | 26
BASKETBALL WITHOUT BORDERS | 31
NBA PLAYER DEVELOPMENT | 32
NBA MIND HEALTH | 33

COMMITMENT TO INCLUSION | 34

INCLUSION LEADERSHIP AWARD | 35
ECONOMIC INCLUSION | 36
EMPLOYEE RESOURCE TEAMS | 36
COMMUNITIES OF INTEREST | 36
AFROTECH CONFERENCE PARTICIPATION | 37

AFFILIATE LEAGUES | 39

WNBA | 39
NBA G LEAGUE | 42
BASKETBALL AFRICA LEAGUE | 43

DIKEMBE MUTOMBO TRIBUTE | 45

**THE NBA'S MISSION
IS TO INSPIRE AND
CONNECT PEOPLE
EVERYWHERE THROUGH
THE POWER OF
BASKETBALL.**



Basketball was invented nearly 135 years ago in the spirit of sports improving people's lives. And since the earliest days of the NBA, our teams and players have continued that throughline by using the game to bring people together and strengthen communities.

This report outlines our ongoing social impact efforts, which are part and parcel of the league's identity and more important than ever.

Sincerely,

A handwritten signature in blue ink that reads 'Adam Silver'. The signature is fluid and cursive, with the first letters of 'Adam' and 'Silver' being capitalized and prominent.

Adam Silver
NBA Commissioner

SERVING OUR COMMUNITY

The NBA embraces our responsibility to serve the communities where we live, work and play. Using our platform and resources to create meaningful change is the foundation of our impact.

- NBA CARES 5
- EMIRATES NBA CUP 8
- NBA ALL-STAR 2025 9
- 2025 NBA CARES FINALS LEGACY PROJECT 10
- NBA GREEN 11
- NBA TOTAL HEALTH 13
- NBA MATH HOOPS 15





2025 IS THE TWENTIETH ANNIVERSARY OF NBA CARES, THE LEAGUE'S GLOBAL SOCIAL RESPONSIBILITY PROGRAM.

NBA CARES

NBA Social Responsibility drives change on issues facing fans and communities by advancing needed resources and proven partners through NBA Cares. Impact areas for NBA Cares include health and wellness, social justice and inclusion, civic engagement and sustainability. NBA Cares works with players and teams to highlight important issues through the league's digital, social and broadcast channels, live events and partnerships.

TO DATE, NBA CARES HAS PROVIDED

7.4 MILLION HOURS OF HANDS-ON SERVICE

AND CREATED MORE THAN

2,320 PLACES IN 40 COUNTRIES

WHERE KIDS AND FAMILIES CAN LIVE, LEARN AND PLAY.

NBA CARES STATE FARM ASSIST TRACKER

The NBA Cares State Farm Assist Tracker turns on-court assists into off-court assists in NBA team markets. For every assist made during a regular-season or playoff game, the NBA, the WNBA and State Farm donate \$5 to enhance STEM learning and health and wellness programming in classrooms and afterschool programs nationwide.

\$4.4 MILLION RAISED FOR YOUTH AND FAMILIES, IMPACTING MORE THAN 800,000 YOUTH THROUGHOUT 97 COMMUNITIES ACROSS THE COUNTRY.



NBA CARES SEASON OF GIVING

Throughout November and December, the NBA and its teams, players and coaches hosted hundreds of community events to bring holiday cheer to deserving families.



2025 NBA CARES WEEK OF SERVICE

In March, 400 NBA employees came together for our 2025 NBA Cares Week of Service, making a difference for communities in New York and New Jersey. Employees volunteered across eight different projects. From food repacking and forest restoration to school revitalization and wellness activities, it was all about coming together, connecting with colleagues and contributing in a meaningful way.



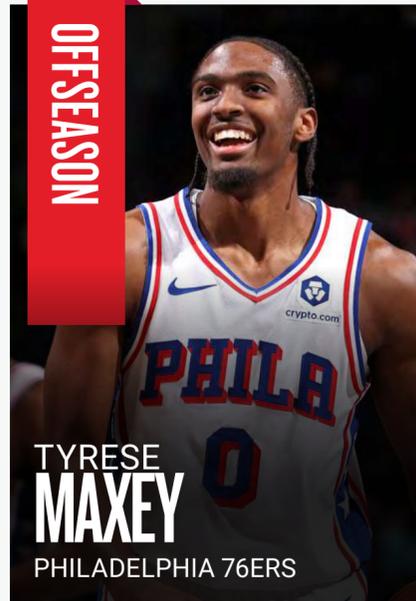
Cares BOB LANIER Community Assist

The NBA Cares Bob Lanier Community Assist Award recognized one player each month of the season and one player during the offseason who best demonstrated a passion for giving back to his community. The player received a \$10,000 donation to the charity of his choice in recognition of his impactful work.

THIS SEASON'S WINNERS INCLUDED:

Players featured with their NBA teams at the time of receiving the award.

OFFSEASON



TYRESE
MAXEY
PHILADELPHIA 76ERS

OCTOBER



COLE
ANTHONY
ORLANDO MAGIC

NOVEMBER



ONYEKA
OKONGWU
ATLANTA HAWKS

DECEMBER



JALEN
BRUNSON
NEW YORK KNICKS

JANUARY



WENDELL
CARTER JR.
ORLANDO MAGIC

FEBRUARY



HARRISON
BARNES
SAN ANTONIO SPURS

MARCH



ANFERNEE
SIMONS
PORTLAND TRAIL BLAZERS

APRIL



IMMANUEL
QUICKLEY
TORONTO RAPTORS



IN YEAR TWO OF THE EMIRATES NBA CUP, THE LEAGUE CONTINUED TO DEEPEN ITS IMPACT AND LEGACY IN HOST CITY LAS VEGAS.

The NBA partnered with Heart of America and the YMCA of Southern Nevada to provide a newly renovated fitness center and training studio and a multipurpose room for members of the Bill & Lillie Heinrich YMCA. As part of the renovation, each of the spaces received updated paint and graphics, flooring, new furniture, seating and updated technology and equipment.

To unveil the new spaces, the NBA hosted a dedication ceremony followed by youth programming, where 100 YMCA youth participated in a guided meditation session, a vision board workshop and a Jr. NBA/Jr. WNBA basketball clinic led by NBA players, legends and clinicians. The Milwaukee Bucks and Oklahoma City Thunder, who competed in the Emirates NBA Cup Championship game, participated in the ceremony and subsequent programming.



In conjunction with the Emirates NBA Cup and as part of its expanded partnership, the NBA and Nike also brought six top high school basketball programs to Las Vegas to compete in the second EYBL Scholastic Showcase.

As part of the programming, coaches and athletes participated in a Day of Service, including community center refurbishment projects and a wellness kit packing project benefiting members of the Bill & Lillie Heinrich YMCA. The YMCA of Southern Nevada operates four clubs with the Bill & Lillie Heinrich YMCA to assist tens of thousands of youth annually.

NBA ALL-STAR 2025

SAN FRANCISCO & OAKLAND, CALIFORNIA

The NBA and Golden State Warriors delivered five days of social impact and youth basketball events in the Bay Area, emphasizing service, wellness, inclusion and grassroots development.

MORE THAN

\$2 MILLION CONTRIBUTED

TO THE ECONOMIC ADVANCEMENT OF THE BAY AREA AND HBCU COMMUNITIES.

17TH NBA CARES ALL-STAR DAY OF SERVICE

The NBA, NBPA and Golden State Warriors mobilized more than 500 volunteers, including current and former NBA and WNBA players, employees and partners. In collaboration with the Golden State Warriors and with support from Nike, the NBA and NBPA unveiled a renovated gymnasium featuring new hoops, equipment, lighting and flooring at Bret Harte Elementary School in San Francisco. In Oakland, the NBA and NBPA collaborated with the Eat. Learn. Play. Foundation and KABOOM! to beautify the school yard and, as part of the NBA Cares State Farm Assist Tracker program, renovate the library at East Oakland Pride. NBA volunteers at the San Francisco-Marin Food Bank packaged meals for the 50,000 households that the food bank serves each week.



NBA FINALS LEGACY PROJECT

Presented by **Emirates**

EACH YEAR, THE NBA CELEBRATES THE FINALS BY DEDICATING AND REFURBISHING A NEWLY RENOVATED LIVE, LEARN AND PLAY SPACE IN EACH FINALS CITY.

OKLAHOMA CITY THUNDER

The NBA partnered with the Oklahoma City Thunder and the Boys & Girls Clubs of Oklahoma County to create a new Wonder Room, complete with new STEM technology and furniture.



INDIANA PACERS

The NBA partnered with the Indiana Pacers and Boys & Girls Clubs of Indianapolis to renovate a multipurpose room at Wheeler-Dowe Boys & Girls Club, providing a safe space for youth to learn and play.





NBA GREEN INSPIRES FANS AND PARTNERS TO MINIMIZE NEGATIVE ENVIRONMENTAL IMPACTS AND ACTIVATE BROADER INDUSTRY AND SOCIETAL PROGRESS THROUGH ACTIONS, TRANSPARENCY, EDUCATION AND ENGAGEMENT.

The NBA is committed to advancing environmental sustainability and recognizes the vital role basketball plays in shaping a more sustainable future. While minimizing the NBA's environmental footprint is essential, NBA Green believes the league's responsibility goes beyond that. NBA Green aims to drive meaningful change and inspire others to take action toward a healthier, more sustainable world. To demonstrate the league's commitment, the NBA was the first North American sports league to sign the UN Sport for Climate Action Framework, aspiring to achieve net zero emissions by 2040.

NBA LAUNCHPAD ADDS FIRST-EVER SUSTAINABILITY TRACK

Through NBA Launchpad – the league's initiative to source, evaluate and pilot emerging technologies – the NBA sought solutions to enhance its environmental sustainability efforts across business and venue operations, transportation and logistics, fan education and engagement, renewable energy and waste management. Among the applicants, Trashie – the world's first recycling and rewards platform – was selected to join NBA Launchpad's fourth cohort to engage in a six-month pilot program with the NBA. The pilot aimed to educate fans about responsible waste management by encouraging the recycling of old textiles in exchange for NBA and WNBA rewards.

IMPACT TO DATE:

10,000 LBS OF WASTE DIVERTED FROM LANDFILL

117,000 LBS OF CO₂ DIVERTED

1.2M GALLONS OF WATER SAVED

NETS FOR CHANGE EXPANDS TO BRAZIL

After a successful pilot in India in February 2024, Nets for Change expanded to Brazil in December 2024. In partnership with The World Surf League, the initiative repurposes discarded underwater fishing nets for use at basketball courts in São Paulo. The discarded fishing nets, which pose a threat to marine ecosystems, are being repurposed as basketball nets on courts that are missing a functional net.

With nearly 80% of the marine ecosystem polluted by ghost nets, the Nets for Change program continues to focus on supporting local communities and promoting participation in sport.

ONE TON OF ABANDONED FISHING NETS COLLECTED

along the Brazilian coast since May 2024.

REDUCING WASTE AT NBA EVENTS

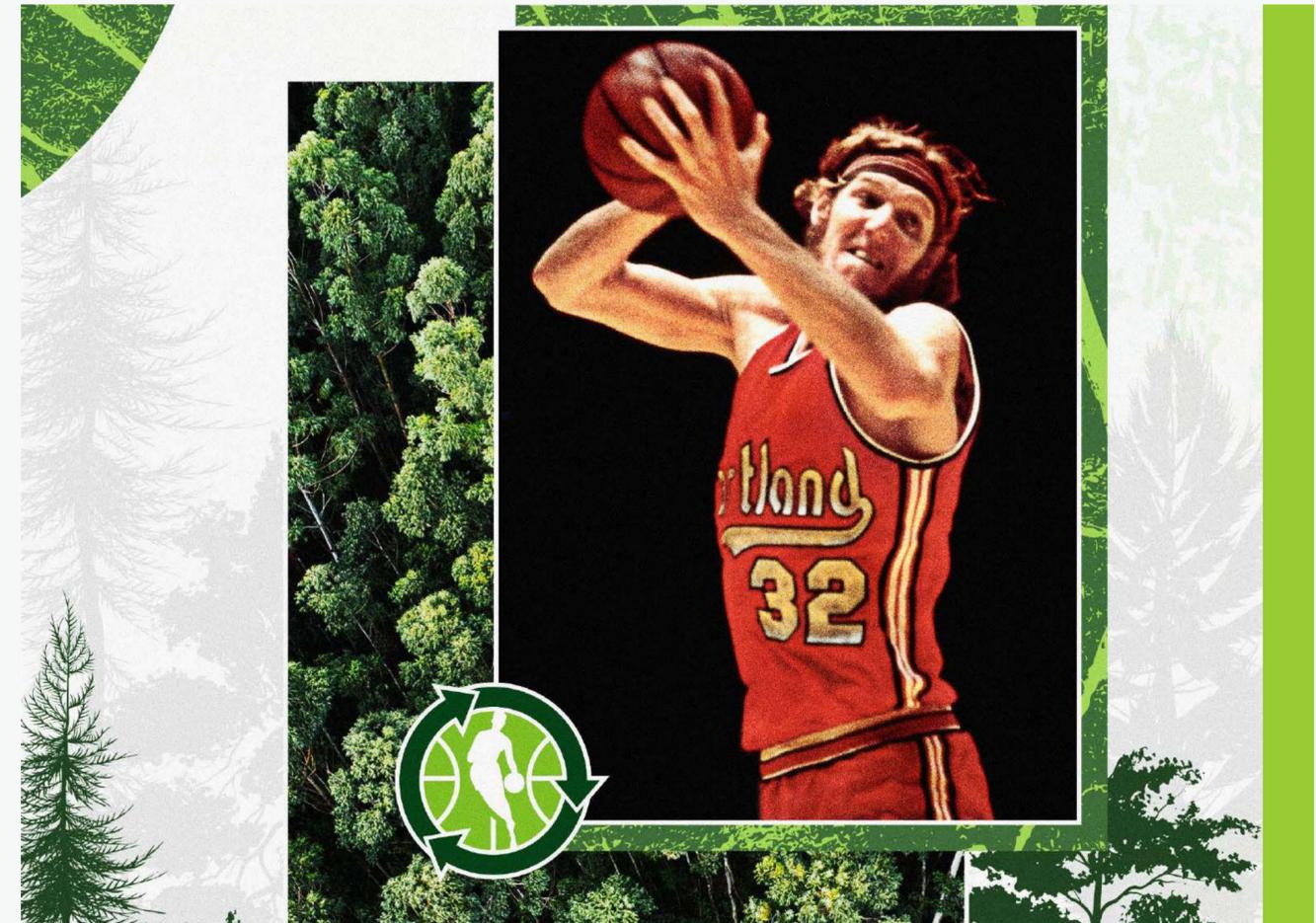
During NBA All-Star 2025, the NBA teamed up with the Golden State Warriors to reduce its waste in San Francisco by recycling and donating excess event materials. By gathering materials from across six venues, the league diverted nearly **17,000 pounds** from landfill, donated **7,300 pounds** to local nonprofits and properly recycled **9,200 pounds of waste**.

NBA GLOBAL GAMES & NBA ALL-STAR EVENTS

**POWERED BY 100%
RENEWABLE ENERGY.**

ELIMINATED SINGLE-USE CUPS FROM ALL DRINK SALES AT THE NBA PARIS GAMES, PREVENTING

**30,000 SINGLE-USE CUPS FROM
ENDING UP IN LANDFILLS.**



THREES FOR TREES

In honor of Arbor Day, the NBA teamed up with the Arbor Day Foundation to plant three trees for every three-pointer made during games played. Trees were planted in California to support wildfire recovery efforts and urban neighborhoods lacking green space, with the first 32 trees planted in Bill Walton's honor. To date, the NBA and the Arbor Day Foundation have planted more than 75,000 trees together, the equivalent of reducing more than 12,000 cars on the road in one year.



Presented by **EVERNORTH**
HEALTH SERVICES

NBA TOTAL HEALTH PRESENTED BY EVERNORTH HEALTH SERVICES EMPOWERS INDIVIDUALS TO TAKE SMALL, MEANINGFUL STEPS TOWARD WELLNESS.

LAUNCH: NBA TOTAL HEALTH

In February 2025, the NBA launched a holistic health platform for fans to promote the connectivity of physical, mental, preventive and community health. The platform tipped off at NBA All-Star in San Francisco with a first-of-its-kind community 5K walk at Golden Gate Park in partnership with GirlTREK, the largest global nonprofit supporting Black women’s health. The walk engaged more than 700 local community members, current and former players and their families and special NBA All-Star guests. The event featured health and wellness activities, including on-stage programming and discussion surrounding total health and well-being.

MENTAL HEALTH AWARENESS MONTH

During Mental Health Awareness Month, NBA Total Health presented by Evernorth Health Services leveraged player voices and expert health partners to promote tips and resources for fans to care for their mental health and wellness – spanning guided imagery and meditation techniques, journaling prompts, actionable ways to tackle important conversations and tools to find the right support.



SINCE 2019, THE NBA HAS PARTNERED WITH CRISIS TEXT LINE TO PROVIDE CONFIDENTIAL, 24/7 SUPPORT TO FANS, LEADING TO MORE THAN 3,300 CONVERSATIONS THROUGH THE UNIQUE NBA CODE “TEAM.”



NBA DRAFT POP-UP FARMER'S MARKET

As part of the NBA Draft, the NBA teamed up with Goodr and Evernorth Health Services to launch a pop-up farmer's market at Kingdome Park in New York City, providing **900+ families facing food insecurity** with fresh groceries. Amid an unprecedented surge in demand for food assistance – the highest on record in New York City – the experience allowed families and individuals to shop for groceries with dignity minus the price tag. On average, a family of four was able to receive a 7-to 10-day supply of fresh, health-conscious foods, including fresh produce, meats, milk and shelf-stable items.



DISCOVERY EDUCATION VIRTUAL FIELD TRIP WITH MINNESOTA TIMBERWOLVES & MINNESOTA LYNX

The NBA, WNBA, Minnesota Timberwolves and Minnesota Lynx teamed up with Discovery Education for this year's virtual field trip to showcase how professional basketball players maintain their health on and off the court. In this exciting learning experience, students enjoyed special access to state-of-the-art facilities, met dedicated health and fitness experts and even chatted with Timberwolves center Rudy Gobert. This virtual field trip inspired students to live a healthy lifestyle by showcasing the NBA and WNBA's dedication to mind and body wellness. [Learn more here.](#)

MEN'S HEALTH MONTH

During Men's Health Month, NBA Total Health presented by Evernorth Health Services shed a light on health issues that disproportionately affect men – including heart disease, cancer and strokes. Centered on the importance of preventive care, including regular screenings and mental health check-ins, the platform leveraged player and legend voices and collaborated with expert partners to promote easy-to-access tools, quizzes and support services.

“GOING IN, BEING PROACTIVE, AND SAYING, ‘HEY, I WANT TO LIVE A LONG LIFE. HOW DO I DO THAT?’”

+ Dwyane Wade



NBA MATH HOOPS

NBA MATH HOOPS LEVERAGES THE GAME OF BASKETBALL TO BUILD FUNDAMENTAL MATH SKILLS THROUGH A PHYSICAL AND DIGITAL BASKETBALL-THEMED BOARD GAME, A CURRICULUM AND A COMMUNITY PROGRAM EXPERIENCE.

Designed for students in grades 4-8, this free program develops students' algebra readiness prior to entering high school, while strengthening important skills including self-regulation and executive function. The NBA Math Hoops program is implemented in in-school, out-of-school and home learning environments.

SINCE THE PROGRAM'S INCEPTION IN 2013, NBA MATH HOOPS HAS REACHED 1.3 MILLION STUDENTS GLOBALLY.

NBA MATH HOOPS IN THE 2024-25 SEASON REACHED A TOTAL OF 300,000 STUDENTS.

TEAM PARTNERSHIPS

17 NBA TEAMS AND 2 WNBA TEAMS HAVE PARTNERSHIPS WITH LEARN FRESH:

- Cleveland Cavaliers
 - Denver Nuggets
 - Detroit Pistons
 - Golden State Warriors
 - Indiana Fever
 - Indiana Pacers
 - LA Clippers
 - Los Angeles Lakers
 - Milwaukee Bucks
 - New Orleans Pelicans
 - Oklahoma City Thunder
 - Phoenix Mercury
 - Phoenix Suns
 - Philadelphia 76ers
 - Portland Trail Blazers
 - Sacramento Kings
 - San Antonio Spurs
 - Washington Wizards
- * Golden State Valkyries partnership launching next season*



ADVANCING SOCIAL JUSTICE

The NBA and its teams and players have a long history of working to advance social justice. The values that guide our league today were shaped by our early players. The NBA family is committed to collective action through the National Basketball Social Justice Coalition, the promotion of greater civic engagement, support for historically Black colleges and universities (HBCUs) and the NBA Foundation.

NATIONAL BASKETBALL SOCIAL JUSTICE COALITION 17

SOCIAL JUSTICE PROGRAMS AND INITIATIVES 19

CIVIC ENGAGEMENT 21

SUPPORT FOR HBCUs 22

NBA FOUNDATION 23



NATIONAL BASKETBALL SOCIAL JUSTICE COALITION



A JOINT VENTURE WORKING TO TURN PEOPLE POWER INTO PUBLIC POLICY.

COALITION ADVOCACY GENERATED

10 POLICY WINS IMPACTING 12 MILLION PEOPLE ACROSS 28 NBA MARKETS.

AWARENESS PLAYS

“GIVE & GO” POLICY LEARNING SERIES

The Coalition launched its signature education initiative for the NBA community in March 2025. The four-part series provides an insider’s look into how policy change really happens – and how the NBA family can get involved. The first two sessions focused on second chance policies and policing reform efforts.



THE POWER OF BASKETBALL: NBA PLAYERS, COACHES AND TEAM GOVERNORS JOIN THE FIGHT TO MAKE A BETTER AMERICA

In October 2024, the Coalition partnered with Vera Institute of Justice and The New Press to publish [The Power of Basketball](#), a collection of 12 essays by NBA and WNBA players, coaches and team governors on their commitment to social justice and the issues they champion.

POLICY BRIEFS & LANDSCAPE ANALYSES

The Coalition continued sharing bimonthly policy briefs across the NBA community. In April (Second Chance Month) and June 2025 (Gun Violence Awareness Month), the Coalition developed second chances and community safety impact plans for all 30 NBA teams, providing market-specific fast facts, policy analysis and messaging guidance to support team action.

ACTION PLAYS

POLICY ADVOCACY

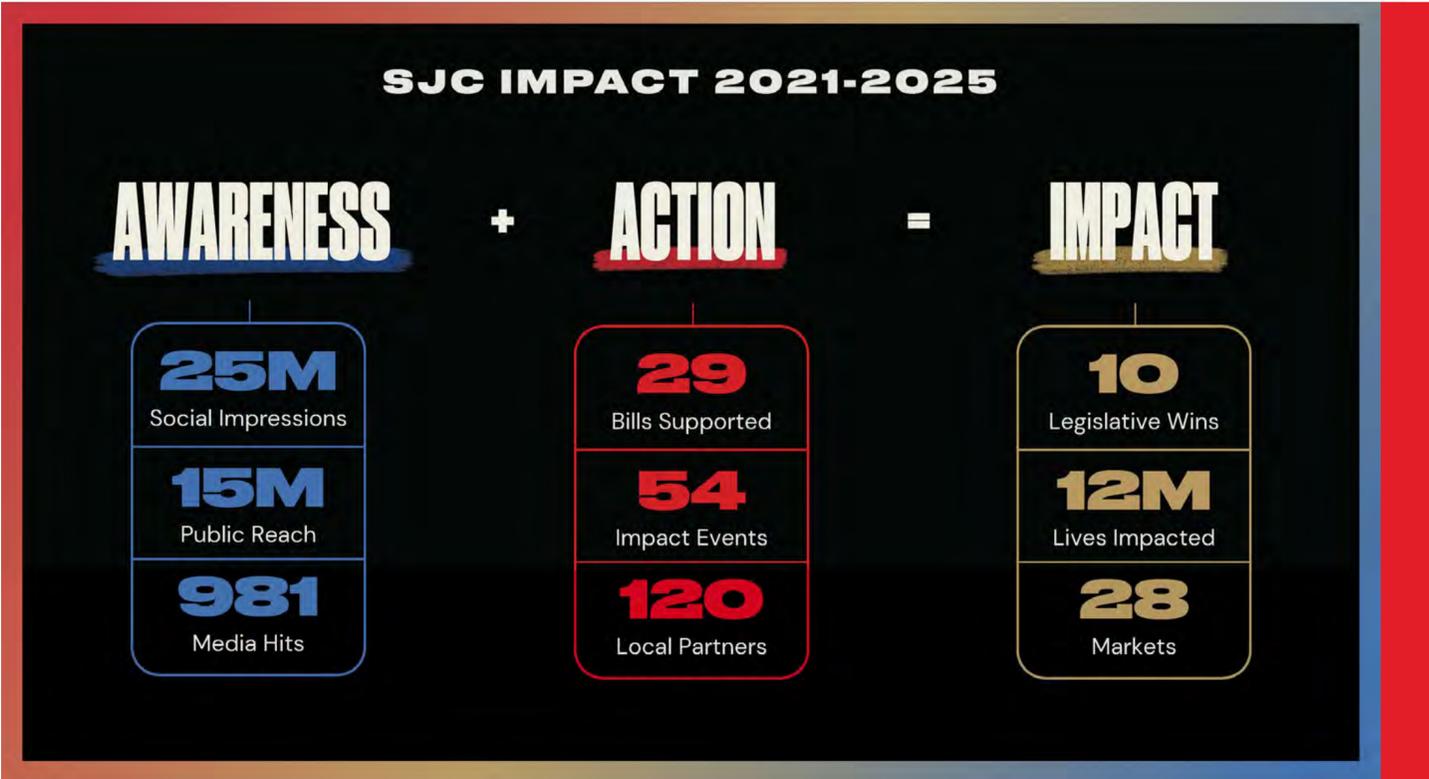
The Coalition supported Utah’s Reintegration Amendments (H.B. 167) – a series of second chance policy changes **impacting more than 850,000 Utahns**. The legislation passed with bipartisan support and was signed into law on March 24, 2025.

EXPUNGEMENT SUMMITS IN UTAH & NEW ORLEANS

In January 2025, the Coalition partnered with the Utah Jazz (SEG), Rasa Legal and Clean Slate Utah to host a second Expungement Summit at Delta Center. In June, the Coalition joined forces with the New Orleans Pelicans, Justice & Accountability Center (JAC) and Voice of the Experienced (VOTE) to host a Second Chances Summit at Smoothie King Center. **These events served nearly 3,000 people** seeking expungement services and community and employment resources.

SECOND CHANCES & THE POWER OF BASKETBALL

The Coalition and Golden State Warriors partnered to host a pre-All-Star event in the Chase Center, highlighting **basketball’s transformative impact** in California State Prison Solano and San Quentin Rehabilitation Center.



SOCIAL JUSTICE PROGRAMS AND INITIATIVES

MLK DAY 2025

The NBA's 2025 MLK Day call to action embodied Dr. King's proclamation: "The time is always right to do what is right." In the spirit of Dr. King's legacy, the NBA and all 30 teams coordinated leaguewide efforts that impacted various communities and spread awareness via digital platforms and NBA game broadcasts.

This year, the NBA announced a new partnership with Realize the Dream and Martin Luther King III. This campaign aims to foster collective action by achieving 100 million hours of service by 2029, the 100th anniversary of Dr. Martin Luther King Jr.'s birthday.



The [MLK Hub](#), which houses player content and educational and volunteer resources, was highly utilized. Unique visits to the MLK Hub were up **27% year-over-year** and total page views were up **23% year-over-year**. MLK Day on TNT game viewership was up **127% year-over-year**, making it the most-viewed MLK Day on TNT in four years. There were **19.4 million engagements** with MLK Day-related content across NBA social media channels.

TEAMS ACTIVATED ACROSS ALL 28 NBA MARKETS VIA DAYS OF SERVICE, SERVICE INNOVATION CHALLENGES IN PARTNERSHIP WITH LOCAL COLLEGES AND IN-GAME INTEGRATIONS.

The league office coordinated two volunteer projects with the Renaissance School of the Arts and the Covenant House Shelter.

BLACK HISTORY MONTH 2025

This year's Black History Month theme of "Built By Black History. Elevated by Black Voices" represented the continued commitment to both celebrate the past and honor the Black community of the present and future. Fans engaged with content and resources on the [BHM Hub](#). The Hub houses player reflection videos and educational resources and celebrates various efforts across the Black community.

COMBATING HATE

In response to the ongoing rise in hate and hate crimes, the NBA family continued its efforts to bridge divides between communities by creating spaces for shared understanding, education and empathy.

The goal was to build meaningful partnerships and programs to proactively combat the rise of hate in our communities, increase solidarity and promote inclusion and tolerance for lasting impact.

This season, the NBA worked with a multitude of partners, including a new campaign from the Foundation to Combat Antisemitism called "[#TimeoutAgainstHate](#)".

ONGOING EFFORTS

The NBA continues to partner with the Foundation to Combat Antisemitism, NAACP, National Urban League, UnidosUS, Ross Initiative in Sports for Equality (RISE), Equal Justice Initiative, National Museum of African American History and Culture, National Civil Rights Museum and other organizations on various efforts to dispel all forms of hate and violence.



2025 KAREEM ABDUL-JABBAR SOCIAL JUSTICE CHAMPION AWARD

Jrue Holiday was named the 2024-25 NBA Social Justice Champion and received the Kareem Abdul-Jabbar Trophy for his dedication to pursuing social justice and upholding Abdul-Jabbar and the league's decades-long values of equality, respect and inclusion.

CIVIC ENGAGEMENT

No NBA games were scheduled on Election Day 2024 to encourage civic participation. Leading up to Election Day, NBA players and teams promoted the message “Get in the Game: Vote” through a wide range of initiatives, including in-game messaging, public service announcements, social and digital content, community events and voter registration drives. They also supported election workers and nonprofit organizations.

The NBA and NBPA partnered with several civic engagement groups — such as National Voter Registration Day, Vote Early Day, Vote.org, When We All Vote, Vet the Vote, Power the Polls and the NAACP — to provide fans with voting tools and information. These resources were shared through a dedicated [Elections Hub](#), social media campaigns, player videos and in-game announcements.

Together, these efforts reached millions of fans and contributed to increased national voter turnout.



SUPPORT FOR HBCUs

2025 HBCU CLASSIC: TUSKEGEE UNIVERSITY VS. MOREHOUSE COLLEGE

The fourth annual NBA HBCU Classic, sponsored by AT&T, featured a matchup between the **Tuskegee University and Morehouse College** men's basketball teams and took place at Oakland Arena during NBA All-Star 2025.

As a part of the HBCU Classic, the NBA and its partners hosted additional events for students, including career development programming, a pep rally and an HBCU event intern program.

The fifth NBA HBCU Classic will take place during All-Star 2026 and feature the teams from **Hampton University and North Carolina A&T**.

Since 2021, the NBA family has **contributed more than \$5 million** to HBCU institutions, partners and scholarships.

INNOVATE THE FUTURE PITCH COMPETITION

In partnership with the Thurgood Marshall College Fund, the NBA hosts an annual Innovate the Future Pitch Competition to engage innovative and entrepreneurial-minded HBCU student leaders for a chance to win the David J. Stern Scholarship. In April 2025, 16 HBCU students pitched their ideas to league executives for the chance to win a \$10,000 scholarship. The students' presentations were so impressive that the winning team was invited back to present to a larger group.



Student participates in the Innovate The Future Pitch Competition at NBA HQ in New York City.





THE NBA FOUNDATION DRIVES ECONOMIC OPPORTUNITY FOR UNDER-RESOURCED YOUTH BY GENERATING SUCCESSFUL TRANSITIONS FROM SCHOOL TO MEANINGFUL EMPLOYMENT.

MISSION

The NBA Foundation invests in programs and partnerships that promote school-to-career employment opportunities, including job readiness, skill training, job placement and career advancement targeting under-resourced youth ages 14-24, with priority given to organizations operating in NBA markets.

SINCE 2020, THE NBA FOUNDATION HAS AWARDED MORE THAN \$140 MILLION IN GRANTS TO 307 NONPROFIT PARTNERS

IMPACTING 770,000+ YOUTH ACROSS 28 NBA MARKETS.

SIGNATURE PROGRAMS

In 2024-25, the NBA Foundation hosted three programs to amplify efforts to further economic opportunity for under-resourced youth and entrepreneurs in NBA markets. These programs are a testament to the NBA Foundation’s commitment to creating access to opportunities for career placement, mentorship and workforce development training.



ALL-STAR PITCH COMPETITION

In February 2025, the NBA Foundation hosted the fourth annual All-Star Pitch Competition for seven entrepreneurs to compete for a total of \$150,000 in cash prizes and access to a suite of small business resources. New this year, American Express provided an additional \$50,000 for a new category: the Community All-Star Award Winner. The Pitch Competition represents the NBA Foundation’s commitment to creating platforms for entrepreneurs to increase social capital and share their businesses with new audiences.

TECH CHALLENGE AT AFROTECH

From November 13-16, 2024, the NBA Foundation, in partnership with the Houston Rockets, made waves at the AfroTech Conference in Houston, one of the world's largest gatherings for innovators, tech professionals and entrepreneurs. The collaboration focused on empowering students and young professionals through networking, skill-building and groundbreaking challenges.

A KEY HIGHLIGHT WAS THE INAUGURAL NBA FOUNDATION TECH CHALLENGE

Students from local universities, including Prairie View A&M University, Rice University, the University of Houston and Texas Southern University, competed to solve real-world business challenges. The Tech Challenge celebrated the participants' creativity and problem-solving skills.



HBCU FELLOWSHIP

The NBA HBCU Fellowship program provides career development opportunities in the business of basketball for undergraduate and graduate students. The program is a paid 10-week internship that runs each summer from June through August. In 2025, the NBA Foundation welcomed its fourth cohort of fellows to the NBA family. These fellows worked with NBA teams in every market and the league office.

41 HBCU FELLOWS HAVE BEEN CONVERTED TO FULL-TIME ROLES WITHIN THE NBA ECOSYSTEM TO DATE.



GROWING THE GAME OF BASKETBALL

Through the core values of teamwork, respect, determination and community, the NBA and other league properties are helping to develop and engage not only the next generation of players but also the next generation of fans, business leaders, community champions and more.

JR. NBA/JR. WNBA 26

BASKETBALL WITHOUT BORDERS 31

NBA PLAYER DEVELOPMENT 32

NBA MIND HEALTH 33





THE JR. NBA/JR. WNBA TEACHES THE FUNDAMENTALS AND CORE VALUES OF THE GAME TO YOUTH AROUND THE WORLD TO HELP GROW AND IMPROVE THE YOUTH BASKETBALL EXPERIENCE FOR PLAYERS, COACHES AND PARENTS.

43 MILLION YOUTH, COACHES, PARENTS AND REFEREES REACHED ACROSS 187 COUNTRIES.

COURT OF LEADERS

The Jr. NBA/Jr. WNBA Court of Leaders is a mentorship and holistic development program for a select group of the nation’s top high school basketball players. Members are selected based on character, peer feedback and their potential as professional basketball prospects. The Court of Leaders empowers its members through immersive educational experiences and resources to help them further develop as athletes and people throughout their high school careers. The program includes comprehensive basketball development, health and wellness education, mentorship from NBA and WNBA league office employees and exposure to the business of sports. Members also lead social impact projects in their communities and on all group trips.

ELITE PROGRAMMING

Through the NBA’s partnerships with Nike and USA Basketball, Youth Basketball Development has conducted life skill sessions with elite youth basketball players on a wide range of topics, including effective communication, identity, relationships and physical and mental performance. This year, Youth Basketball Development began a coaching development initiative consisting of in-person clinics, virtual seminars and on-campus visits to programs with NBA-bound prospects. Through this work, the league aims to help future NBA and WNBA players arrive in our leagues more ready to succeed on and off the court.

1,250 PLAYERS AND 400 COACHES ENGAGED DURING THE 2024-25 SEASON.

91% OF MEMBERS RANKED AMONG THE TOP 50 PLAYERS IN THEIR CLASS.

NOTABLE ALUMNI:

- Jase Richardson (Orlando Magic)
- Joyce Edwards (South Carolina)
- AJ Dybantsa (BYU)
- Isiah Harwell (Houston)
- Jadya Donovan (Duke)
- Jaloni Cambridge (Ohio State)
- Isaiah Evans (Duke)

JR. NBA/JR. WNBA LEAGUES

Jr. NBA/Jr. WNBA Leagues is a national network of recreational basketball leagues. Youth ages 6-14 receive an elevated playing experience while learning the fundamentals of the game and experiencing the impact of teamwork through leagues that are accessible, inclusive and fun.

JR. WNBA

The Jr. WNBA inspires girls to play basketball in a positive and healthy way. The platform empowers girls to gain confidence, tackle challenges and embrace values that extend far beyond the game, while making the game fun and accessible for girls of all backgrounds and abilities.

MORE THAN 85,000 YOUTH REACHED.



**MORE THAN
20,000 GIRLS AND 1,400 COACHES
INVOLVED DURING THE 2024-25 SEASON.**

WORLD BASKETBALL DAY

In 2023, the United Nations proclaimed December 21 as World Basketball Day in recognition of the game's positive impact and the role it plays in uniting communities around the world. This year, the NBA celebrated World Basketball Day by hosting youth programming, highlighting the power of basketball on social and digital media assets and supporting activations led by NBA, WNBA and NBA G League teams. Additionally, the NBA collaborated extensively with basketball stakeholder partners including the NCAA, USA Basketball, Naismith Basketball Hall of Fame, National Basketball Players Association and National Federation of High Schools on activations that celebrated the game.

NBA BASKETBALL SCHOOL

In 2024, the NBA Basketball Schools operated in more than 340 locations across 20 countries. More than 45,000 youth took part in NBA Basketball School programming. Highlights included the NBA Basketball School Abu Dhabi Tournament Experience, the NBA Basketball School Paris Camp Experience, the NBA Basketball School Brazil Cleveland Camp Experience and the NBA Basketball School Brazil National Cup Tournament, which provided players the opportunity to attend Global Games activations, participate in a diversity of basketball development opportunities and create meaningful memories centered around the NBA's global reach.

JR. NBA/JR. WNBA COACH OF THE YEAR AWARD

The Jr. NBA/Jr. WNBA Coach of the Year program celebrates youth basketball coaches who uphold the core values of the game, inspiring them to continue teaching the fundamentals of the game. The award is designed to recognize coaches who have made a lasting impact on boys and girls aged 14 and under in communities around the world while positively influencing the overall youth basketball ecosystem. NBA, WNBA and NBA G League teams have the opportunity to award local winners for the community and scholastic categories to be named their team's Coach of the Year.

PARTICIPATION FROM

**34 NBA, WNBA AND NBA G LEAGUE
TEAMS DURING THE 2024-25 SEASON.**

PLAYBOOK

Playbook is the NBA's multilingual, globally-accessible online platform, designed to empower youth basketball coaches with best-in-class essential safety education and coaching development resources.

TO DATE, PLAYBOOK HAS YIELDED

20 EDUCATIONAL COURSES AND RESOURCES

4,700 COURSES TAKEN

1,700 USERS IN 101 COUNTRIES

AND 6,000 HOURS SPENT TRAINING.

NBA ALL-STAR 2025

As part of NBA All-Star 2025, the Jr. NBA/Jr. WNBA hosted a variety of on-court events and competitions in addition to off-court programming, engaging thousands throughout the greater San Francisco and Oakland communities. The programming emphasized the fundamentals of the game and core values of the Jr. NBA/Jr. WNBA while highlighting major Jr. NBA/Jr. WNBA and Jr. Warriors platforms.

HER TIME TO PLAY INTERNATIONAL

Her Time To Play International reached 3,000 youth, coaches and referees in 12 countries, reflecting the program's broad reach and growing impact on girls' participation in sport.

Across Africa, China, Europe, the Middle East and Latin America, the program empowered young girls and women through basketball clinics, leadership panels and the "Belonging in Basketball" curriculum.



BUILDING BRIDGES THROUGH BASKETBALL

Building Bridges Through Basketball (BBTB) uses basketball to unite middle and high school youth with local police officers in cities across the country. The NBA, RISE and Under Armour partner on 10-week programs that create space for youth and officers to break barriers, build trust and create pathways for positive communication. Weekly sessions combine basketball training with a leadership and cultural competency curriculum covering topics such as identity, bias, privilege, racism and leadership.

BBTB Bay Area held a culmination event and certificate ceremony on February 10, 2025 (pictured below). This event concluded a multiweek program that brought together students from Elmhurst United Middle School and East Bay Innovation Academy alongside law enforcement officers.

1,500 YOUTH REACHED DURING THE 2024-25 SEASON.



JR. NBA/JR. WNBA INTERNATIONAL

In 2024, Jr. NBA/Jr. WNBA International programs reached significant milestones worldwide, engaging more than 33 million individuals. This included direct participation from 741,000 youth, coaches and referees across 186 countries.

From 2024-25, Jr. NBA/Jr. WNBA hosted 184 leagues spanning 40 countries. Highlights include:

100,000+ ENROLLED IN ONLINE JR. NBA/JR. WNBA PROGRAMMING

INCLUDING MORE THAN 60,000 TEACHERS AND COACHES.

1,900+ TEAMS AND 8,000 PLAYERS COMPETED

IN JR. NBA/JR. WNBA TOURNAMENTS ACROSS NINE COUNTRIES.

320+ CLINICS HOSTED FOR YOUTH, COACHES AND REFEREES.

50+ APPEARANCES AT JR. NBA/JR. WNBA INTERNATIONAL PROGRAMS

BY NBA OR WNBA PLAYERS, LEGENDS, COACHES AND REFEREES.

GLOBAL GAMES – ABU DHABI

At Jr. NBA/Jr. WNBA Abu Dhabi Week during the NBA Abu Dhabi Games, more than 7,000 youth, coaches and referees participated in several clinics led by the Boston Celtics and Denver Nuggets.

MEXICO CITY GAME

As part of the NBA Mexico City Game, 150 referees attended the second Jr. NBA/Jr. WNBA Referees Clinic in Mexico delivered by retired NBA G League referee Greg Dandridge. The team led additional activations that included a Jr. NBA/Jr. WNBA Coaches Academy Elite Camp, a Jr. NBA/Jr. WNBA Coaches Academy Clinic and a Her Time To Play Clinic.

PARIS GAMES

As part of the Jr. NBA/Jr. WNBA Week in Paris, more than 8,000 youth, coaches and referees participated in 88 Jr. NBA/Jr. WNBA Clinics, four Jr. NBA/Jr. WNBA Coaches Clinics, four Jr. NBA/Jr. WNBA 3v3 Tournaments (the national winners were recognized on the Paris Game court at halftime), 16 Her Time To Play Clinics and a Jr. NBA/Jr. WNBA Workshop. As part of the week, NBA Legends Boris Diaw and Ian Mahinmi attended several activities and interacted with the youth.



BASKETBALL WITHOUT BORDERS (BWB)

In 2024-25, a total of 240 players from 86 countries participated in four camps hosted across different regions – Johannesburg, South Africa; São Paulo, Brazil; Perth, Australia; and Malaga, Spain.

Additionally, 80 of the top players from across the globe were invited to attend BWB Global, the men’s camp held in San Francisco in conjunction with NBA All-Star and the second-ever Women’s BWB Global held in Phoenix in conjunction with WNBA All-Star.

For the first time, the NBA and FIBA partnered with the NCAA to designate the event as NCAA-certified, allowing NCAA coaches to attend and evaluate campers, which resulted in 34 of 40 campers receiving NCAA D1 scholarship offers.

MORE THAN 4,600 CAMPERS

144 DIFFERENT COUNTRIES

6 BWB ALUMNI ON 2025 NBA FINALS ROSTERS

**132 BWB ALUMNI HAVE BEEN DRAFTED
OR SIGNED AS FREE AGENTS IN THE NBA OR WNBA**



NBA PLAYER DEVELOPMENT

NBA PLAYER DEVELOPMENT ENSURES PLAYERS HAVE ACCESS TO CRITICAL EDUCATION 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 AND LIFE SKILLS

Teaching leadership and life skills to players throughout their careers.

USA BASKETBALL JUNIOR NATIONAL TEAM PROGRAM

In partnership with USA Basketball and the NCAA, this program engages top high school players and their families, offering early exposure to the personal and professional aspects of the basketball journey.

STAYING INFORMED AND CONNECTED

Keeping players up to date on league and union matters, resources and trends.

TEAM AWARENESS MEETINGS

These biannual meetings with the NBPA and each team's roster provide updates, education on available resources and awareness of changes impacting players' work and lives.

TRANSITION INTO THE LEAGUE

Assisting new players as they adjust to life in the NBA and NBA G League.

ROOKIE TRANSITION PROGRAM

This program provides first-year players with resources, support services and guidance to help them make informed decisions and successfully adapt to the professional environment.





MIND HEALTH

NBA MIND HEALTH SUPPORTS THE MENTAL WELL-BEING OF OUR LEAGUES AND RESPECTIVE COMMUNITIES. MIND HEALTH STRIVES TO PROMOTE CULTURE CHANGE AROUND MENTAL HEALTH, PARTICULARLY AT THE INTERSECTION OF SPORT AND PERFORMANCE.

NBA Mind Health is guided by the central idea of humanizing mental health and our professional network includes licensed mental health providers, mental performance consultants and psychiatrists. Mind Health prioritizes well-being and optimal performance through education, proactive support, mental skill development and direct care.

MIND HEALTH SUMMIT

In September 2024, Mind Health hosted an in-person Summit for team-based mental health and performance professionals. More than 50 providers from across the NBA, WNBA and NBA G League networks gathered for two days of professional development, networking and connection.

MIND HEALTH GUIDING PRINCIPLES:

HUMANIZE MENTAL HEALTH

ELEVATE PERFORMANCE

HONOR LIVED EXPERIENCE



COMMITMENT TO INCLUSION

Diversity and inclusion are central to our game.

INCLUSION LEADERSHIP AWARD 35

ECONOMIC INCLUSION 36

EMPLOYEE RESOURCE TEAMS 36

COMMUNITIES OF INTEREST 36

AFROTECH CONFERENCE PARTICIPATION 37



INCREASING INCLUSION

INCLUSION LEADERSHIP AWARD

This annual award honors an NBA team for excellence in creating and executing outstanding programming that advances inclusive practices. The Milwaukee Bucks received the 2025 Inclusion Leadership Award in recognition of workforce initiatives that enhance the team and benefit their broader community, including the System Impacted Rotational Program, their Beyond Vision partnership and the Marquette Fellowship Program.

BLACK LEADERSHIP FORUM

In September 2024, the NBA's Dream in Color employee resource team hosted the second Black Leadership Forum with the theme, "Championing Your Success." The forum aimed to inspire and engage all NBA employees by highlighting trailblazers who are setting new standards for belonging, innovation and mobility in the workplace.

WOMEN'S LEADERSHIP FORUM

More than 1,500 attendees from across the NBA family joined in person and virtually for the Women's Leadership Forum, hosted by the NBA Women's Network, in March 2025. The forum focused on the theme of Transforming Purpose Into Action, with dynamic speakers from across sports, entertainment, finance and health and wellness sharing their career insights, leadership lessons and first-person reflections.



ECONOMIC INCLUSION

In support of NBA All-Star, the league hosted a seven-part supplier capacity building webinar series to help prepare Bay Area-based businesses for contracting opportunities with corporations. The webinar series included topics such as strategic marketing, operational excellence, innovation and economic viability and was part of the NBA's overall engagement strategy for local under-resourced businesses. The program culminated with an in-person session, keynoted by San Francisco Mayor Daniel Lurie and NBA Deputy Commissioner Mark Tatum, where suppliers had the chance to hear from peers on best practices, learn about additional growth opportunities and participate in a matchmaker session with local corporations. In total, more than 175 suppliers participated in the webinar series while 130 registered to attend the in-person event along with 12 local corporations.

BUSINESS & BASKETBALL TRAINING PROGRAM

The Business & Basketball Training Program is a series of virtual development programs in the key business areas of sales, analytics, basketball operations and player health and performance. By providing college juniors, seniors and those early in their careers with access to mentorship, networking and development opportunities, as well as real-world insights, the Future Sales Stars, Future Analytics Stars, Future Basketball Operations Stars and Future Health & Performance Stars programs connect current executives with the next generation of leaders in these fields.

Programming includes deep dives into the world of ticketing and partnership sales, Analytics 101, player physical and mental performance and various aspects of operating an NBA team, with potential on-site experiences for the basketball operations program. Participants also hear from guest speakers, engage in candid discussions on how to thrive in the sports industry and participate in skill-building sessions such as resume writing, interview preparation and networking.

EMPLOYEE RESOURCE TEAMS AND COMMUNITIES OF INTEREST

The NBA has two types of groups designed to build community and inclusion: employee resource teams (ERTs) and communities of interest (COIs). Membership and participation in these groups is open to all employees regardless of background.

ERTs focus on furthering our mission, sharing knowledge, supporting the league's strategic priorities, providing networking and development opportunities and engaging with communities.

The NBA's ERTs celebrate and support the NBA's Asian, Hispanic/Latino, Black, LGBTQ, women, service member and next generation of leader employees and their allies.

COIs support the NBA's inclusion and engagement strategy. They build community; support inclusion, engagement and belonging; and facilitate work/life integration. The NBA's current COIs include NBA Parents and Shalom NBA.

AFROTECH CONFERENCE PARTICIPATION

As part of the NBA's ongoing commitment to advancing opportunity and innovation in the tech industry, the league proudly participated in the 2024 AfroTech Conference – the largest multicultural tech experience in the U.S., attracting more than 40,000 engineers, recruiters, technologists, executives and culture enthusiasts.

With **30 committee members and 80 employees from 15 departments** in attendance, the NBA's presence at AfroTech was a strong reflection of the dedication to inclusion, talent development and community engagement.

KEY HIGHLIGHTS INCLUDE:

SWEEPSTAKES PARTNERSHIP WITH THE HOUSTON ROCKETS

The league teamed up with the Houston Rockets to offer fans an exclusive chance to win a behind-the-scenes tour of the Toyota Center and complimentary NBA League Pass access. The activation drew 240 entries and was a standout moment in connecting culture, sports and technology.

EXECUTIVE ENGAGEMENTS

The NBA hosted a high-impact executive panel and an inspiring fireside chat with NBA legend Baron Davis, amplifying conversations around leadership, innovation and representation in tech. Hundreds of attendees were enriched by the conversation.

NETWORKING SUITE NIGHT

The NBA brought together AfroTech attendees, executive leaders and industry influencers for an evening of meaningful networking, relationship building and idea exchange.



AFFILIATE LEAGUES

WNBA 39

NBA G LEAGUE 42

BASKETBALL AFRICA LEAGUE 43





THE WNBA, WNBPA, TEAMS AND PLAYERS CONTINUED TO ADVANCE SOCIAL IMPACT ACROSS MULTIPLE FRONTS — FROM REPRODUCTIVE JUSTICE TO YOUTH EMPOWERMENT — AFFIRMING THE LEAGUE’S COMMITMENT TO EQUITY, REPRESENTATION AND COMMUNITY AT EVERY LEVEL.



REPRODUCTIVE HEALTH EDUCATION

In partnership with Opill and the Black Women’s Health Imperative (BWHI), the WNBA launched Level The Court — a bold, multi-pronged initiative aimed at expanding reproductive health education and access for Black women and college students. Anchored by a nationwide campus tour, the program brought critical information to students in states with restrictive reproductive laws. Through events on multiple campuses — including HBCUs and large public universities — Level The Court has helped break down stigmas, answer pressing health questions and connect students with affordable access to care. The initiative also launched a dedicated webpage on [WNBA.com](https://www.wnba.com) to provide digital resources, personal stories and ways to access Opill at low or no cost. The creation of the BWHI Opill Access Fund further strengthened the program’s impact, offering a three-month supply of birth control to Black women facing temporary barriers. Together, these efforts aim to build health equity, confidence and bodily autonomy for the next generation of leaders.

NO SPACE FOR HATE – PROMOTING RESPECT AND PROTECTING COMMUNITY

Launched just before the 2025 season, No Space for Hate is the WNBA’s league-wide platform to combat hate and promote respect across digital and physical spaces. Developed in collaboration with a dedicated task force and supported by the WNBPA, the initiative focuses on four key pillars: enhancing digital tools to detect hate speech, strengthening arena and league security, reinforcing mental health support and unifying the league’s stance against discrimination. From AI-powered monitoring of online abuse to an updated Fan Code of Conduct and impactful in-arena messaging, the WNBA is taking proactive steps to protect players and fans alike. This campaign reinforces the league’s core values of inclusion, unity and respect — making it clear that there is no space for hate in the game.

LINE 'EM UP – BRINGING THE PROFESSIONAL GAME CLOSER TO COMMUNITIES

The WNBA's Line 'Em Up initiative brings the professional game closer to communities by painting official WNBA 3-point lines on park basketball courts across the country and donating resources to those spaces. Designed to inspire more girls and women to take up space at their local courts, the campaign promotes visibility, representation and community connection. A powerful short film featuring WNBA legends and grassroots leaders helped launch the initiative, alongside a dedicated microsite where fans can find painted courts near them. With activations planned throughout the season – including at AT&T WNBA All-Star 2025 – Line 'Em Up is built to be a lasting, accessible legacy project.

HBCU EVENT INTERN PROGRAM – CREATING PATHWAYS INTO THE BUSINESS OF BASKETBALL

In the third year of our partnership, the WNBA and Mielle launched the HBCU Event Intern Program – a groundbreaking initiative designed to open doors for the next generation of sports executives. Debuting at AT&T WNBA All-Star 2025, the program offers HBCU students a one-of-a-kind opportunity to gain hands-on experience at the league's marquee event. From shadowing league staff to networking with players and participating in community service, the initiative immerses students in the business of basketball. This marks the WNBA's first social impact program focused specifically on HBCUs and reflects a growing commitment to long-term investment in Black excellence, career development and representation in sports leadership.

COMMISSIONER'S CUP ORGANIZATIONS

Continuing the WNBA's tradition of utilizing the Commissioner's Cup as a platform for social impact, teams across the league once again partnered with local community organizations to drive meaningful change. Each team selected a charitable organization to support and with every Commissioner's Cup game played, funds were awarded to their chosen partner, with the winning team's organization receiving higher donations.



DAWN STALEY COMMUNITY LEADERSHIP AWARD

Las Vegas Aces star A'ja Wilson was named the recipient of the Dawn Staley Community Leadership Award in 2024, recognizing her dedication to uplifting youth and creating inclusive spaces in South Carolina, Las Vegas and beyond. A former player under Staley at the University of South Carolina, Wilson has carried forward her mentor's legacy through impactful community work, including founding the A'ja Wilson Foundation to support children with dyslexia, promoting anti-bullying efforts, hosting educational events like the Unapologetic Girls Summit and providing scholarships and school supplies. In honor of her work, **the WNBA donated \$10,000** to a charity of Wilson's choice.

SEASONLONG WNBA CARES COMMUNITY ASSIST AWARD

Los Angeles Sparks forward-center Azurá Stevens was named the recipient of the 2024 Seasonlong WNBA Cares Community Assist Award for her outstanding commitment to uplifting youth across Los Angeles County. Throughout last season, Stevens engaged **more than 2,000 children** through basketball clinics, hospital visits, school shoe drives and Jr. Sparks events. She also **distributed 900 pairs of shoes** to students in South Central Los Angeles, read to elementary school classrooms and supported girls at a back-to-school event in Compton. The WNBA recognized her impact with a **\$20,000 donation** to the United Way of Asheville and Buncombe County in her home state of North Carolina.

WNBA CHANGEMAKER COLLECTIVE & VOICEINSPORT

The WNBA and its Changemaker Collective – including Ally, AT&T, CarMax, Deloitte, Google and Nike – have strengthened their commitment to keeping girls in sports through a partnership with VOICEINSPORT (VIS), a women-founded digital platform focused on access, visibility and virtual mentorship for young female athletes. Building on last year's success of mentoring **50,000 girls virtually**, this expanded collaboration aims to double that impact by reaching **100,000 girls by the end of year two**. The initiative connects young athletes with WNBA players, sports industry leaders and expert resources to support their development both on and off the court.





THE NBA G LEAGUE REMAINS COMMITTED TO ELEVATING THE NEXT GENERATION OF BASKETBALL TALENT – ON AND OFF THE COURT.

With a renewed focus on advancing business of basketball career pathways and grassroots youth basketball development,

NBA G LEAGUE TEAMS HOSTED A TOTAL OF
398 YOUTH BASKETBALL CLINICS
AND CAMPS THAT
SERVED MORE THAN 47,000 YOUTH.





THE BASKETBALL AFRICA LEAGUE (BAL) HAS A STRONG IDENTITY AROUND SOCIAL IMPACT, WITH ITS KEY FOCUSES CENTERED ON GENDER EQUALITY, PROFESSIONALIZATION OF THE GAME, INCLUSIVITY AND COMMUNITY ENGAGEMENT.

BUSINESS WELL-BEING WORKSHOPS

The BAL led in-person workshops during the three BAL conferences in Rabat, Morocco; Dakar, Senegal; and Kigali, Rwanda. These workshops focused on overall business well-being, which includes financial literacy, personal branding, entrepreneurship and investments.

BAL PAN AFRICA GENDER-BASED VIOLENCE TRAINING

The BAL delivered a comprehensive, culturally-competent and effective training program on gender-based violence. The sessions were tailored to the unique culture and needs across each of the 12 cities that serves as home to the BAL's participating teams.

ONE-ON-ONE MENTAL PERFORMANCE SESSIONS

The BAL launched its first ever one-on-one mental performance service for BAL players featuring individualized sessions with selected English- and French-speaking practitioners.

BAL4HER

BAL4HER LEADERSHIP CONFERENCE

The BAL4Her Leadership Conferences were highly anticipated for both mentors and mentees, with more than 1,000 young women applying to join events in four markets.

U23 PAN AFRICAN CAMP

Six BAL4HER ID camps were held to identify the 20 female players aged 18-23 who traveled to Pretoria for on- and off-court development during the BAL Playoffs.



BAL COMMUNITY

SPECIAL OLYMPICS

Building upon the exciting Special Olympics Africa partnership, the BAL hired two Special Olympics athletes and a coach in each of the four markets to work with the BAL's game operations team. The BAL also hosted a Celebrity Unified game in each market. Finally, for the first time, the BAL collaborated with Special Olympics to offer co-branded merchandise for sale at the BAL merchandise stands on game days.

NABU

The BAL co-created a children's book that promotes themes of empowerment, inclusion and education. Translated into French, Wolof, Kinyarwanda and IsiZulu, the book ensures accessibility to diverse audiences across the regions where the BAL operates. The BAL hosted four live readings to engage more than 125 young audience members.

DAKAR COURT INAUGURATION

The BAL renovated its first court in Senegal, providing a safe space for the local community of **more than 5,000** to learn and play the game. It is part of the BAL's commitment to leave a lasting legacy in the communities where it operates and supports NBA Africa's commitment to **build 1,000** courts on the continent over the next decade.

WHEELCHAIR BASKETBALL

The BAL organized two wheelchair basketball games, one in Kigali and one in Pretoria, engaging 50 athletes.

BAL FUTURE PROS

The BAL onboarded its second cohort of BAL Future Pros, which included 13 professionals supporting 12 departments and representing 12 countries.



'HIS SPIRIT WAS INFECTIOUS': THE NBA FAMILY REMEMBERS THE LIFE AND LEGACY OF DIKEMBE MUTOMBO

After a lifetime of charity and friendship off the court and greatness on it, the NBA family mourned the loss of Dikembe Mutombo, who passed away on September 30, 2024. Tributes from the countless people he inspired around the world poured in from all corners of the NBA family. In recognition of Mutombo's indelible impact, the league announced the creation of the **NBA Africa Dikembe Mutombo Humanitarian Award**, a new honor that recognizes a person or an organization that works to advance health, education or economic opportunity across the continent of Africa. The award will be presented annually at the NBA Africa All-Star Luncheon, with the recipient receiving a financial grant to further their humanitarian efforts as well as a donation from NBA Africa to a charity of their choice.

NBA Africa also will donate 55 courts to local communities on the continent in honor of Mutombo and his iconic jersey number, beginning in his native Kinshasa, Democratic Republic of the Congo, where he first discovered his love for the game. The courts will feature a distinct design inspired by Mutombo and contribute to NBA Africa's commitment to building 1,000 courts on the continent over the next decade.

