BEYOND BASKETBALL

June 2021 - July 2022
It is my pleasure to provide the foreword to our Beyond Basketball 2021-22 Edition.

The pages that follow are not meant to serve as a report card or a simple compilation of community events; to us, it’s a beautiful illustration and celebration of the impact we can make together when there is a strategic focus on community and the joy that can be found through diversity, equity, inclusion and access.

Our pledge to be a community asset drives all that we do, and we are thankful that so many individuals like yourself and our corporate partners have joined us in these partnerships that serve a greater purpose.

We hope these heartwarming images and numbers chronicling the impact of our various programs and initiatives inspire you as much as they do us.

True to the Community, True to Atlanta,

Steve Koonin  
CEO, Atlanta Hawks and State Farm Arena
“We are honored to receive TRUE Platinum certification from GBCI as we continue to set the standard as a global leader in the sports and entertainment industry,”
Brett Stefansson, Hawks EVP and General Manager of State Farm Arena
TRUE TO SUSTAINABILITY

1ST ZERO WASTE SPORTS AND ENTERTAINMENT VENUE TO EARN TRUE PLATINUM CERTIFICATION.

In April 2022, State Farm Arena earned TRUE (Total Resource Use and Efficiency) Platinum certification, the world’s first sports and live entertainment venue to receive this recognition. TRUE certification is awarded by the Green Business Certification the world’s leading sustainability and health certification and credentialing body.

State Farm Arena received Platinum designation, the highest of four classifications of green buildings, earning near the maximum number of points in the categories of redesign, reduce, reuse, compost (re-earth), recycle, purchasing, leadership, training, diversion, upstream management, hazardous-waste prevention, closed-loop system, innovation, and zero-waste reporting purchasing and analysis. The Hawks and the venue worked closely with our sustainability partner, Novelis, the world leader in aluminum rolling and recycling, who provided guidance and operational knowledge to organize, sort and recycle aluminum and other materials.

The Hawks and State Farm Arena are committed to continue leading the way in sustainable practices for sports and live event venues.

Novelis
STATE FARM ARENA GOING GREEN

One million pounds of fan-generated waste diverted from landfills during the 2021 calendar year.

5K MEALS
The Hawks have also donated 5,872 pounds of food (approximately 5,000 meals) and 3,576 pounds of old retail merchandise.

50K LBS RECYCLED
The Hawks and State Farm have recycled 49,565 pounds of glass, 11,281 pounds of aluminum, and 3,194 pounds of plastic film; and recycled and donated 5,827 pounds of furniture and appliances.
1M LBS OF WASTE
1 million pounds of fan-generated waste diverted from landfills throughout its 2021 slate of Hawks’ basketball games, concerts and ancillary events

365K LBS OF COMPOST
State Farm Arena composted 365,290lbs. of materials, and recycled 165,623lbs. of bottles, cans, and food containers; 68,630lbs. of construction and demolition material and 122,125lbs. of cardboard.
After a two-year hiatus, the Atlanta Hawks Basketball Academy hosted its 2022 Jr. Hawks Summer Camps, presented by adidas.

The camps took place over five weeks, including one week dedicated solely to young female athletes. The inaugural event was dubbed the ‘Lady Ballers Summer Hoop Fest presented by Gatorade,’ and more than 75 girls attended the camp to sharpen their basketball fundamentals and strengthen transferable life skills such as teamwork, leadership, and self-confidence.

“Jr. Hawks Summer Camps, presented by adidas, is an impactful community program, which provides us the opportunity to meaningfully connect with hundreds of next generation Hawks fans,” said Hawks’ Vice President of Basketball Development Jon Babul. “We hope to ignite a lifelong passion for the game and provide a memorable experience for every Jr. Hawks camper.”

Hawks’ partner and personal-injury attorney Ken Nugent provided scholarships for campers through the Score for Scholarships program. Since the program began in 2017, Score for Scholarships has provided access-to-play opportunities to more than 2,500 Metro Atlanta youth.

The Hawks Basketball Academy Community Court Tour returned in partnership with Microsoft to activate STEM and basketball-themed programming at five stops. Since its inception, the program has provided basketball and educational experiences to 2,000 youth campers throughout Metro Atlanta.
“Sharing my journey with young female athletes is such a privilege, and I hope I was able to touch and inspire them in some way.” - ‘Mighty’ Mia Hopkins, Harlem Globetrotter
LEARNING FROM THE PROS

2,500 community coaches benefited from Coaches Clinics, Virtual Coaching Courses and Hawks/Jr. NBA Curriculum Resources.

Hawks Basketball Academy offers professional-development programs and educational resources to thousands of coaches at every level. In 2021, Atlanta Hawks Head Coach Nate McMillan and the entire Hawks Coaching Staff, hosted 650 coaches at State Farm Arena for the Hawks Coaches Clinic presented by adidas. In addition to the coaches clinic educational program, hundreds of youth coaches utilized the resources provided on the Hawks at Home virtual platform.

“The youth basketball experience is greatly influenced by the quality of coaching available to young athletes. The Coaches Clinic provides is a vehicle for Coach McMillan and the Atlanta Hawks coaching staff to share invaluable knowledge, wisdom, and best practices in the coaching profession,” said Jon Babul, Vice President of Basketball Development.
All totaled, 1,020,672 meals were packed and 131,128 pounds of food.

Building stronger communities starts with us! The Hawks and State Farm® once again teamed up with U.S. Hunger to combat food insecurity in Atlanta. More than 5000 volunteers from metro Atlanta packed one million meals and made the assist to improve our community. Delivering on the commitment to be true to Atlanta, all of the meals benefited local nonprofits.
TEAMING UP TO TAKE ON PROSTATE CANCER

$130K donated to Prostate Cancer Foundation as part of Black History Month Assist Challenge.

In recognition of Black History Month, the Atlanta Hawks teamed up with the Prostate Cancer Foundation and Emory Healthcare to host its Black History Month Assist Challenge. For every assist registered by the Hawks in the month of February, the team donated $250 to the Prostate Cancer Foundation. Launched in 2019, the Hawks have raised nearly $650,000 through the annual Black History Month Assist Challenge to support lifesaving research.

The assist challenge also raises awareness about prostate cancer in Black men. One-in-eight men will be diagnosed with prostate cancer in his lifetime, yet Black men are about 75 percent more likely to develop prostate cancer than non-Hispanic white men.

$250
The Hawks donate $250 to the Prostate Cancer Foundation for every assist registered by the Hawks in the month of February.

$130K
$130K donated to Prostate Cancer Foundation as part of Black History Month Assist Challenge this season.

$650K
Overall, the Hawks have helped PCF raise nearly $650,000 through the annual Black History Month Assist Challenge to support lifesaving research.
BEING GOOD NEIGHBORS

The Atlanta Hawks and State Farm are partners in good, improving communities by renovating basketball courts, Good Neighbor Clubs, fighting food insecurity and more to improve the lives of those in Metro Atlanta.
122K DONATED

$122,500 donated from Hawks Foundation and State Farm® as part of ‘Good Neighbor Giveback’ Campaign benefiting the Atlanta Community Food Bank.
GOOD NEIGHBOR PANTRY

Partnered with Meals on Wheels Atlanta to open the Atlanta Hawks & State Farm Good Neighbor Pantry

Continuing our work to fight food insecurity, the Hawks and State Farm opened the ‘Good Neighbor Pantry’ at Meals on Wheels Atlanta. To help open the newly renovated space, the organizations hosted a ‘Stock the Pantry Party’ service project where employees and executives sorted food, stocked the shelves, assembled breakfast bags, and wrote inspirational cards for those receiving food. The event took place in advance of the Martin Luther King holiday and celebrated Dr. King’s legacy of service.
A ROOM FOR ALL TO LEARN & PLAY

In collaboration with the Atlanta Hawks and State Farm, Coan Park Recreation Center is the site for a one-of-kind Good Neighbor Club.

The room features a quiet area for students of different sensory needs, a new flat screen TV for gaming and movies, a video game console and iPads, mobile writing surfaces and classroom tables for homework assistance. The multi-sensory inclusion space, also known as a sensory room, is designed to be a calm space that includes sensory equipment for those who may have developmental or behavioral challenges.

“At State Farm, being a ‘Good Neighbor’ isn’t just a slogan; it’s at the core of who we are and what we do. As we see it, a big part of being a ‘Good Neighbor’ is continuously investing in our communities,” said Dan Krause, State Farm Senior Vice President. “We’re excited to build on our partnership with the Atlanta Hawks and show how much we care about our neighbors in Atlanta with the opening of this seventh Good Neighbor Club at Coan Park Recreation Center.”
HISTORIC COURT HONORS ATLANTA’S FIRST BLACK FIREFIGHTERS

To commemorate the NBA’s 75th anniversary, the Hawks, in partnership with the Atlanta Fire Department and Atlanta Fire Rescue Foundation, installed a branded court and mural at historic Fire Station #16.

On April 1, 2022, the Hawks unveiled a new basketball hoop and mural, paying tribute to the historic Atlanta Fire Rescue Station No. 16. April 1 marked the 59th anniversary of Station 16 becoming the city’s first fully integrated fire station. Hawks legend and Naismith Memorial Basketball Hall of Famer Dominique Wilkins was on site, along with Hawks star John Collins, guard Skylar Mays, and the first Black firefighters of the Atlanta Fire Rescue Department, Lt. Louvenia Jenkins, Battalion Chief Liz Summers, Lt. Theodore Ector and Fire Chief Roderick M. Smith.

The mural features the ATLANTA letters above the imposing razor-talon hawk of the late ‘90s and includes 16 black stars that represent the first 16 Black male firefighters and seven red stars for the first seven Black female firefighters. The hoop itself features co-branding of the Hawks and NBA 75th Anniversary logos.
HISTORIC COURT HONORS ATLANTA'S FIRST BLACK FIREFIGHTERS
HIRING FOR THE HOLIDAYS AND BEYOND

Atlanta Hawks and State Farm Arena hired nearly 300 candidates on the spot during annual ‘Holiday Hiring Fair.’

The Atlanta Hawks and State Farm Arena hosted their annual ‘Holiday Hiring Fair’ at Puttshack, an upscale, tech-infused mini-golf course in Atlanta. Hundreds of candidates learned about the Hawks’ ‘True To You’ culture through an interactive, one-of-a-kind interview experience. Approximately 350 job offers were made to candidates with an 80 percent on-site acceptance rate. Since the start of the 2021-22 NBA season, the Hawks and State Farm Arena have hired more than 900 employees.
HAwKS hOLIdAy gIveback

During the pandemic, many families are challenged with providing food for their families and some are struggling to find jobs. That’s why the Hawks joined forces with UPS to deliver free groceries for 350 families in Clayton County. Hawks players and coaches and UPS volunteers assisted our partner Goodr in distributing groceries that included turkeys, vegetables, macaroni and cheese, cornbread, and other food perfect for a homecooked Thanksgiving dinner. Additionally, human resources executives from UPS, the Hawks and State Farm Arena were on hand to provide information on careers and job openings.

SANTA fOR a dAY

In partnership with Santa for A Day and the Atlanta Housing Authority, the Hawks provided holiday cheer for some 500 children. Players served as “Santa Hawks,” giving out toys, holiday treats, Papa John’s pizza and taking pictures with the youth.

“We’re so grateful to the Atlanta Hawks for surprising, delighting and bringing smiles to all of these children, helping to make this a holiday they won’t forget,” said Rich Gentile, Santa for A Day’s executive director. “Our aim is to reach into as many of Atlanta’s most underserved areas and demonstrate, by example, the healing power of goodness in the face of adversity.”
SUCCESS WITH STYLE: LADY HAWKS RAISE MONEY FOR DRESS FOR SUCCESS

$20,000 raised to empower local women at Dress for Success Atlanta through the Lady Hawks’ Capsule Retail Collection.

Through a limited-edition capsule retail collection, the Lady Hawks, a women’s auxiliary group comprised of the wives, significant others and mothers of Atlanta Hawks players, coaches, basketball operations staff and management, raised $20,000 to empower local women at Dress for Success.

“We are thrilled to launch this special capsule retail collection to benefit Dress for Success Atlanta,” said Hawks Principal Owner Jami Gertz. “Our relationship with this non-profit organization creates an opportunity for women who need to develop and enhance their hard and soft skills and help them gain meaningful employment and thrive professionally.”

Dress for Success Atlanta is a nonprofit whose mission is to empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life. The collection was sold exclusively at State Farm Arena and quickly sold out.
SUCCESS WITH STYLE: LADY HAWKS RAISE MONEY FOR DRESS FOR SUCCESS

Atlanta Hawks
HAWKS SPOTLIGHT
MENTAL HEALTH

More than 88,000 social media views on Trae Young’s conversation on mental wellness with Silence the Shame.

Hawks All-Star guard Trae Young and five-time GRAMMY® Award-nominated singer-songwriter Chlöe participated in a Teen Mental Wellness Courtside Chat and discussed their experiences with mental health and wellness. The courtside chat moderated by Silence the Shame Founder and CEO Shanti Das addressed the uncertainty and anxiety throughout the COVID-19 pandemic. In addition, both Young and Chlöe described their experience with mental health and provided healthy ways to cope with stress. The conversation was followed by a youth summit where 100 youth participated in activities and conversations to learn mental wellness tips.
The Atlanta Hawks and State Farm Arena are committed to being a valued community asset that champions diversity, equity, and inclusion for those we entertain and employ.

Within the city of Atlanta, a true melting pot of different backgrounds and beliefs, our organization strives to be a reflection of the various people and groups that call this great city home. To highlight this diversity, the Hawks hosted five theme nights that celebrated Historically Black Colleges & Universities/Divine 9 Night, Lunar New Year, Hispanic Heritage Night, Pride Night, and Women’s History Month Night.

We also launched Employee Resource Groups to foster a sense of connection and belonging, and to build inclusive communities within our organization.

- Empower Her
- Hawks in the Community and Philanthropy
- Hawks LGBTQIA+ Pride
- Hawks in the Planet
- Investments and Building Generational Wealth
- Parents Group
- The Young Professionals Group
- Women of Color

As an extension of our partnership with the Russell Innovation Center for Entrepreneurs (RICE), we launched an executive speaker series, Believe in Black Business, supporting Black entrepreneurship in Atlanta. Additionally, we launched the True to You Career Center to support the internal hiring needs of our organization and the development of our city’s workforce.
HONORING TRUE HEROES

180 COURTSIDE SEATS DONATED AS PART OF HAWKS’ ANNUAL ‘CROWNING COURAGE’ EVENT.

For a sixth consecutive season, the Hawks partnered with Crown Royal to honor active and retired military personnel and their guests at the club’s annual ‘Crowning Courage’ event. As an expression of gratitude for their service, Hawks’ Season Ticket Members generously donated their courtside seats to more than 180 veterans and their guests to watch the Hawks take on the Pacers. Since 2016, the Hawks and Crown Royal have honored more than 600 military personnel at the ‘Crowning Courage’ event.

Before the game, the Hawks and Crown Royal rolled out the red carpet to welcome military personnel and their guests. After being greeted by Hawks Principal Owner Jami Gertz and Hawks legend Dominique Wilkins, guests assisted with assembling Crown Royal’s Purple Bag Project, care packages in the brand’s iconic purple bags that will be sent to active-duty service members overseas.
SKYHAWKS SOARING ON THE SOUTHSIDE

The College Park Skyhawks provided 5,800 youth members from area nonprofits tickets to enjoy a game at the Gateway Center.

Additionally, the organization hosted game nights celebrating military, first responders, teachers, faith community members and more. The team’s Youth Basketball Draft Camp was another highlight, thanks to a successful partnership with the College Park Recreation and Cultural Arts departments.
For Thanksgiving, the Skyhawks turned up the heat in the community, distributing turkeys and groceries to those in need. Likewise, in partnership with the TRU Foundation, the team held a successful holiday toy drive.

Through a partnership between the Atlanta Hawks Foundation and Vision To Learn, a nonprofit provider of free eye exams and glasses to students in Metro Atlanta, the Skyhawks hosted a rally at Paul D. West Middle School, where more than 225 students received free vision screenings and eyeglasses. The event featured Skyhawks star Cat Barber as well as assistant coaches Ronnie Burrell and Da’Sean Butler, who were joined by members of Skyhawks Entertainment, including in-game host Bria Janelle, Colli the Hawk, and Southside Crew Dancers.
TO LEARN MORE ABOUT OUR WORK IN THE COMMUNITY, VISIT HAWKS.COM/COMMUNITY