



FULL COURT IMPACT

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OUR COMMITMENT TO THE CITY

A MESSAGE FROM NICK

It is a privilege to share with you the 2025 Edition of *Beyond Basketball*. What follows is a perfect example of what happens when intention, care and partnership come together to address the needs of the community.

Thank you to the many individuals and fantastic partners who joined us this past year in improving the lives of hundreds of thousands throughout metro Atlanta. Whether through supplying a nutritious meal, providing a vision test and a pair of glasses to a student in need, or giving a young person their first opportunity to play organized sports, together we made a tangible difference in the day-to-day lives of many.

This beautiful, detailed report outlines and showcases the many ways we made a positive impact last year.

On behalf of the Atlanta Hawks & State Farm Arena, we thank you for your support. We look forward to growing together and finding impactful ways to serve our community.



Forever True to Atlanta

Nick Ressler

Chairman of the Hawks Foundation



BEYOND THE FINAL BUZZER

A MESSAGE FROM STEVE

The Atlanta Hawks are more than a basketball organization; we are a civic force, a cultural connector, and a committed partner in Atlanta's future.

Rooted in a city defined by courage, creativity, and community, our organization embraces the responsibility that comes with our platform. With an ownership group deeply invested in Atlanta's long-term success, more than 1,500 employees powering purpose-driven work, 15 players using their influence beyond the court, and 50+ nonprofit partners embedded across the city, we believe meaningful change happens when collective action meets intentional leadership.

Our impact is not accidental; it is designed. Guided by four core pillars, we focus our efforts where Atlanta needs us most: advancing economic empowerment and mobility, addressing food insecurity, building bridges through basketball, and investing in the next generation. These pillars anchor our strategy and ensure that our work is targeted, measurable, and rooted in community voice.

By aligning our people, our brand, and our partnerships, we are creating pathways to opportunity and access across Atlanta. This report reflects what we have done, and who we are: an organization committed to showing up, standing with our city, and using our collective strength to help shape a more equitable future.

That commitment shapes what we believe, and how we operate.

True to Atlanta.



Steve Koonin

*President and Chief Executive Officer,
Atlanta Hawks and State Farm Arena*

FULL COURT IMPACT

A UNIFIED MISSION FOR METRO ATLANTA

Creating meaningful, lasting change across a region as large and diverse as Metro Atlanta requires more than isolated programs; it requires a fully aligned team. Full Court Impact is the Atlanta Hawks' whole-organization approach to community investment, aligning every resource, platform, and partnership toward a shared goal: **reaching 1,000,000 youth by 2029.**

This playbook ensures our impact is connected, coordinated, and scalable, meeting communities where they are and investing in their long-term success.

Across Metro Atlanta, Full Court Impact comes to life in tangible ways:

Youth enrichment spaces in neighborhood recreation centers are transformed into high-tech, future-ready hubs.

Basketball courts become STEM classrooms where young people are introduced to possibility and innovation.

Vision and financial access barriers are removed so students can see clearly both in their books and in their futures.

Career pathways are built that connect today's students to tomorrow's leadership opportunities.



From our ownership group and front office to our players, the Hawks Foundation, and the College Park Skyhawks, every part of the Hawks ecosystem contributes its expertise, platform, and purpose. This collective model ensures communities receive more than one-time support; they receive sustained investment, expanded access, and inspiration that endures.

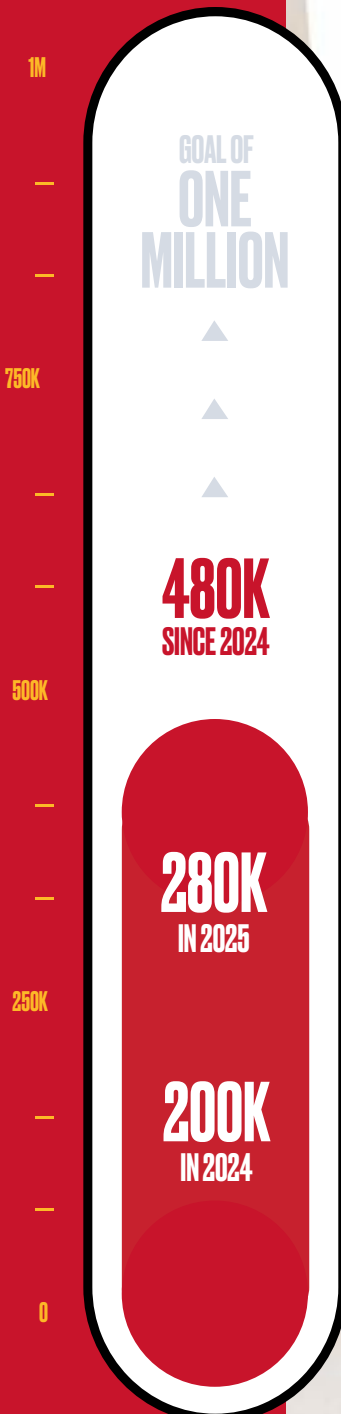
Our role as a civic asset is activated through deep partnerships with community-based organizations, educators, corporate partners, civic leaders, small businesses, and most importantly, the resilient and dynamic people of Atlanta. Together, we are building a model of shared responsibility and shared impact.

Through Full Court Impact, every department, every platform, every partnership, and every voice across our organization plays a role in advancing meaningful, citywide change, ensuring Atlanta's youth are reached and truly supported on their path to opportunity.



DRIVING TOWARD 1,000,000 YOUTH IMPACTED

Full-Court Impact is more than a philosophy;
it is our game plan for reaching 1,000,000
youth by 2029.





Across the Atlanta Hawks organization and our growing network of partners, we work in lockstep to open doors, expand access, and build confidence for the next generation. This work is anchored in four core pillars that guide every investment, activation, and partnership:

NEXT GENERATION

Investing in youth through exposure, leadership development, and career pathways that prepare them for long-term success.

FOOD SECURITY

Ensuring families have consistent access to healthy, nourishing food, addressing a foundational need for stability and growth.

ECONOMIC EMPOWERMENT

Supporting financial literacy, workforce readiness, and opportunity so individuals and families can build sustainable futures.

BUILDING BRIDGES THROUGH BASKETBALL

Leveraging the game as a platform for connection, mentorship, and belonging, bringing communities together on and off the court.

Together, these pillars transform vision into action and turn commitment into tangible pathways for young people, families, and the next generation of leaders across Metro Atlanta.

As a basketball organization, we understand that while talent is everywhere, opportunity is not. Our role is to help close that gap. Our commitment is both simple and bold: to create moments, systems, and pathways where every young person and adult feels seen, supported, and empowered to become everything they were designed to be. Every story, statistic, and partnership reflected in this report represents one more step toward that million and toward a stronger, more equitable future for Atlanta and beyond.

A SNAPSHOT OF OUR IMPACT

Building on the foundation outlined in last year's Impact Report, the following highlights represent a snapshot of progress toward our 1,000,000-youth goal in 2025:



\$1.3M+ VALUE OF IN-KIND DONATIONS

6.5K+ VOLUNTEERS ENGAGED



2.4 M+ LBS WASTE DIVERTED



280K+ TOTAL YOUTH IMPACTED



1.1M+ MEALS PACKED

9K+ VOLUNTEER HOURS THROUGH HAWKS PROGRAMMING



10K+ HAWKS AND SKYHAWKS COMMUNITY TICKETS DONATED



214 NONPROFIT ORGANIZATIONS SUPPORTED



3,900+ LIVE COMMUNITY PROGRAMMING HOURS



NEXT GENERATION

THE FUTURE OF THE GAME

Preparing the next generation requires more than inspiration; it requires access, exposure, and intentional pathways. Within the Atlanta Hawks ecosystem, every touchpoint is designed to expand what's possible for young people.

Across Metro Atlanta, too many youth lack equitable access to mentorship, professional exposure, and career-connected learning. In response, the Hawks are investing in leadership development, literacy, and hands-on experiences that open doors to future opportunities, ensuring young people are not only inspired, but prepared to thrive as leaders in their city.



“

The next generation is already leading, we just have to create space for them to be heard. Through our work across food security, economic empowerment, and building bridges through basketball, we are creating pathways for young people to grow, lead, and build lives rooted in possibility. At the Atlanta Hawks, our commitment to reaching 1 million youth reflects our belief that every young person deserves the opportunity to shape their future and their city.

- Alexis Roe

Vice President, Community Impact

Atlanta Hawks and State Farm Arena

THINKING OUTSIDE THE LINES

STEAM EDUCATION & INNOVATION

The Atlanta Hawks recognize that Atlanta's future is shaped by the curiosity and creativity of its young people. By bridging basketball and STEAM, the Hawks create hands-on learning experiences that spark imagination, strengthen problem-solving skills, and help youth see themselves as innovators on and off the court. Through interactive programming, industry partnerships, and real-world challenges, this work brings science, technology, engineering, arts, and math to life in ways that are relevant, engaging, and rooted in community.

Igniting Curiosity Through Play-Based Science

In partnership with State Farm, the Hawks hosted Secrets of Science, a four-part STEAM series designed to spark curiosity among youth ages 6-12. Held at Good Neighbor Clubs across Metro Atlanta, the program engaged more than 120 students in hands-on learning experiences.

Joined by Hawks players and Harry the Hawk, participants explored chemistry and environmental science through interactive activities like creating slime and studying the water cycle. In collaboration with the Children's Museum of Atlanta, complex concepts were transformed into play-based lessons that strengthened critical thinking and scientific curiosity.

By blending the excitement of basketball with foundational education, the Hawks and State Farm are equipping young learners with the tools to become tomorrow's innovators.





Designing the Arena of the Future

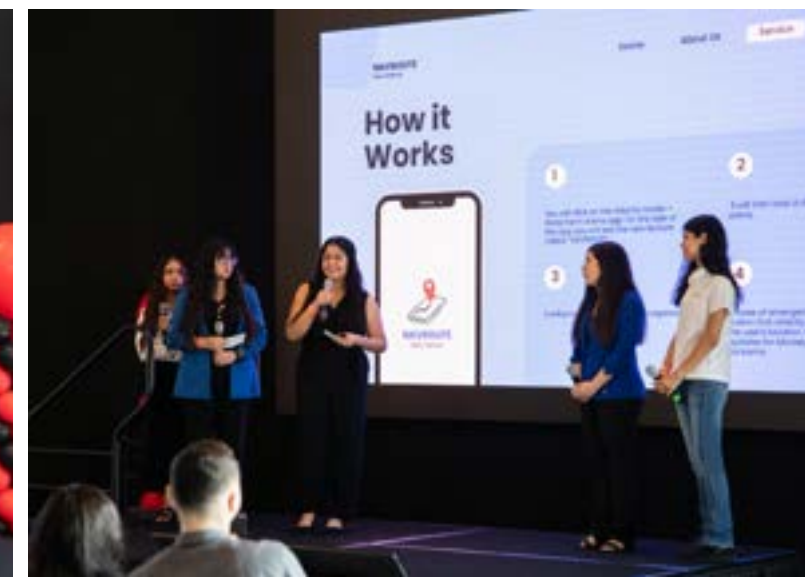
The Hawks partnered with Honeywell to host the second annual **Arena of the Future Innovation Challenge**, a six-week STEAM competition inviting students to design solutions that would make State Farm Arena more automated, energy-efficient, and guest-friendly.

Guided by Honeywell mentors, student teams presented their ideas to industry judges, with the Agape Youth and Family Center earning top honors for a real-time arena navigation concept. Through \$10,000 in student awards and hands-on exposure to building automation and engineering careers, the challenge empowered youth to solve real-world problems through teamwork and technology, reinforcing that Atlanta's young people are not only future leaders, but present-day innovators.

Building Environmental Stewardship Through Action

In partnership with the Hawks Official Recycling Partner, Novelis, the Hawks launched the inaugural **Novelis Recycling Challenge**, engaging more than **1,000 middle school students** in hands-on environmental learning at David T. Howard Middle School.

Students **recycled over 500 pounds** of materials, turning daily habits into measurable environmental impact. A cross-grade competition fueled participation, with the sixth-grade class collecting nearly three times more than their peers and earning an Atlanta Hawks pep rally celebration. Through this partnership, the Hawks and Novelis are using the power of sport to make sustainability engaging, accessible, and action-driven for the next generation.



LITERACY, VISION, AND THE POWER TO READ

Literacy is one of the most powerful tools a young person can have. It unlocks learning, builds confidence, and shapes opportunities for a lifetime. Through a holistic approach to literacy, one that uplifts educators, expands access to books, and removes vision barriers, the Atlanta Hawks are helping ensure young people across Metro Atlanta have what they need to succeed in the classroom and beyond.

Building a Culture of Reading Across Atlanta's Classrooms

In partnership with Atlanta Public Schools, the Hawks supported the district-wide **Race2Read Challenge** for the second consecutive year during National Reading Month. Engaging more than **20 elementary schools**, the initiative motivated thousands of students to build daily reading habits.

Heritage Academy Elementary led the district with **100% participation** and more than **244,000 minutes logged** in March, followed by Dobbs and Miles Elementary. All three schools received investments in their media centers, extending the impact beyond the competition.

The Hawks' literacy commitment continues inside classrooms. Since 2022, the Hawks and College Park Skyhawks have celebrated **Read Across America Day** with local schools. In 2025, 30 volunteers visited 40 classrooms at Parkside and West Clayton Elementary, reaching more than 650 students and donating books to strengthen classroom libraries.

Building Systems for Long-Term Literacy and Vision Equity

Building on this momentum, the Hawks Foundation is investing \$1.2 million over the next two years in the launch of the **Atlanta Vision Project** in partnership with Vision To Learn and Learn4Life. This three-year initiative is designed to expand vision care to nearly 270 elementary schools across Metro Atlanta by 2028, delivering an estimated 47,000 free pairs of eyeglasses and creating a sustainable, citywide approach to vision equity and academic readiness.

Together, these efforts reflect a comprehensive literacy strategy addressing immediate student needs while strengthening the systems that support educators, families, and schools. By ensuring students can see clearly, read confidently, and access the resources they deserve, the Hawks are helping prepare the next generation for success in the classroom, on the court, and in life.



\$1.2M+
DONATED TO SUPPORT FREE EYE CARE AND GLASSES FOR 47K+ STUDENTS IN METRO ATLANTA



“The Atlanta Hawks Foundation is incredibly proud to make a significant investment to reach every kid over the next two years as we scale our partnership with Vision To Learn across Metro Atlanta. As a community asset, we want to ensure every student in our city’s Title I elementary schools has the tools they need to see the board, read with confidence, and succeed in the classroom.”

- Nick Ressler, Chairman, Hawks Foundation

BEYOND THE ARC

EXPOSURE THAT EXPANDS WHAT'S POSSIBLE

Exposure is often the spark that turns curiosity into possibility. When young people see what's possible on the court, on a stage, in a lab, or behind the scenes, they begin to imagine themselves there.

Through the Next Generation pillar, the Atlanta Hawks use the power of sports and entertainment to create intentional moments of exposure, connecting Atlanta's youth to new experiences, careers, and role models that expand what they believe is achievable.



FROM THE NEIGHBORHOOD TO THE ARENA

STATE FARM COMMUNITY GAME NIGHTS

State Farm Community Game Nights transformed Hawks' home games into unforgettable outings for students, staff, and families from Good Neighbor Clubs across Metro Atlanta. During five select games, each club community was welcomed to State Farm Arena for a fully hosted Hawks experience, ensuring participants were honored, celebrated, and fully immersed in the excitement of Hawks basketball. By expanding access to live sports and shared civic experiences, the Hawks and State Farm helped create lasting memories rooted in inclusion, belonging, and community pride.

These shared moments of joy and visibility reinforce a deeper truth: belonging is sustained when access to the game continues beyond a single night.



AFFIRMING CONFIDENCE AND IDENTITY

'Say Yes to the Prom Dress' with Lady Hawks

In celebration of Women's History Month, the Lady Hawks partnered with Becca's Closet Greater Atlanta to host their third annual **'Say Yes to the Prom Dress'** event, supporting 40 local high school students who might not otherwise have access to prom attire as they selected free dresses, shoes, and accessories, while receiving hair and makeup tips from local vendors.

Hosted at Big Brothers Big Sisters of Metro Atlanta, the event centered confidence, self-expression, and belonging. Volunteers from the Lady Hawks, Hawks staff, and community partners created a supportive environment where each student felt seen, celebrated, and empowered for a milestone moment, reinforcing that confidence is foundational to opportunity.

For the Hawks and the Lady Hawks, investing in moments that build confidence, dignity, and belonging is foundational to preparing the next generation to step into opportunity on the court and in life.

EXPANDING CAREER EXPOSURE THROUGH ACCESS AND PROXIMITY

The Atlanta Hawks leverage their brand and platform to expose young people across Metro Atlanta to careers in sports, entertainment, and related industries. Beyond large-scale activations, Hawks employees serve as guest speakers at Clark Atlanta University and Georgia State University, participate in career readiness programs with Spelman College, and speak on panels, career days, and youth forums throughout the city.

These touchpoints demystify the industry and provide direct access to professionals whose journeys reflect the diversity of Atlanta's youth. A prime example is the Hidden Genius Project Career Immersion, which connected 55 young Black men with professionals of color at State Farm Arena. Through career speed networking and behind-the-scenes access, participants gained a firsthand look at the business of sports, reinforcing the power of representation and proximity in shaping future leaders.



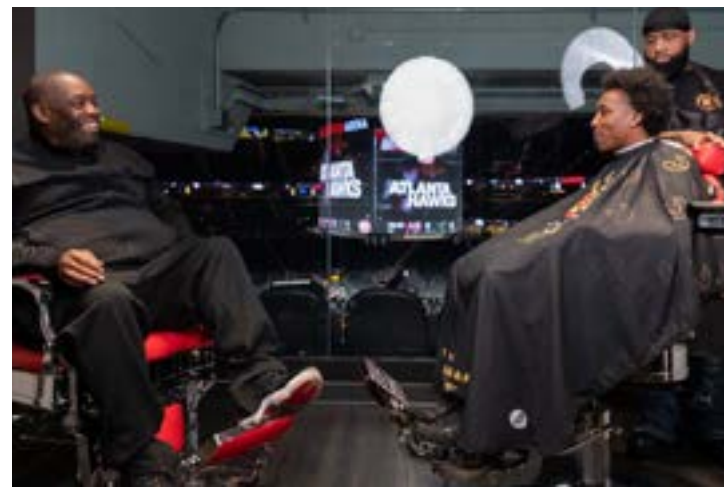
Redefining Success Through Dignity, Dialogue, and Exposure

In partnership with **Stand Together**, the Atlanta Hawks create intentional spaces for young people, particularly those navigating non-traditional career or disrupted pathways, to explore identity, purpose, and possibility.

Cuts and Conversations, hosted with Café Momentum for 12 justice-impacted youth, brought this vision to life at the S.W.A.G. Shop at State Farm Arena. The experience paired haircuts with intentional dialogue alongside Hawks Legend Dominique Wilkins and influencer Vic Blends. Conversations centered on self-worth, future goals, and self-actualization, offering mentorship from leaders who reflect participants' potential.

This work continued through the **"Who Are You?" career activation**, engaging 80 seniors from Douglass High School and Atlanta College and Career Academy. Students participated in hands-on experiences across content creation, technology, and culinary arts with Chef G. Garvin, Hawks' Chief Culinary Officer alongside a fireside conversation featuring Killer Mike and Hawks CMO Melissa Proctor, whose journey from ball girl to executive reflects the power of nontraditional pathways.

Together, these experiences affirm identity and equip young people with the confidence to define success on their own terms.





There's more than one path to a fulfilling career. The experiences I had outside the classroom prepared me for what I do today. Success can come from anywhere, and creativity is currency. I hope my story shows young people they can achieve more than they ever imagined.

- Melissa Proctor
EVP & Chief Marketing Officer
Atlanta Hawks and State Farm Arena

Together, these Next Generation efforts reflect the Hawks' belief that when young people are given access, affirmation, and opportunity, they do more than imagine brighter futures, they build them.

Our city is full of brilliant young people who have never met someone working in marketing, culinary arts, data analytics, or other careers that power the sports and entertainment industry. Through strategic partnerships, the Hawks intentionally use their platform to bring teens inside the walls of State Farm Arena, transforming curiosity into possibility through real-world exposure





FOOD SECURITY

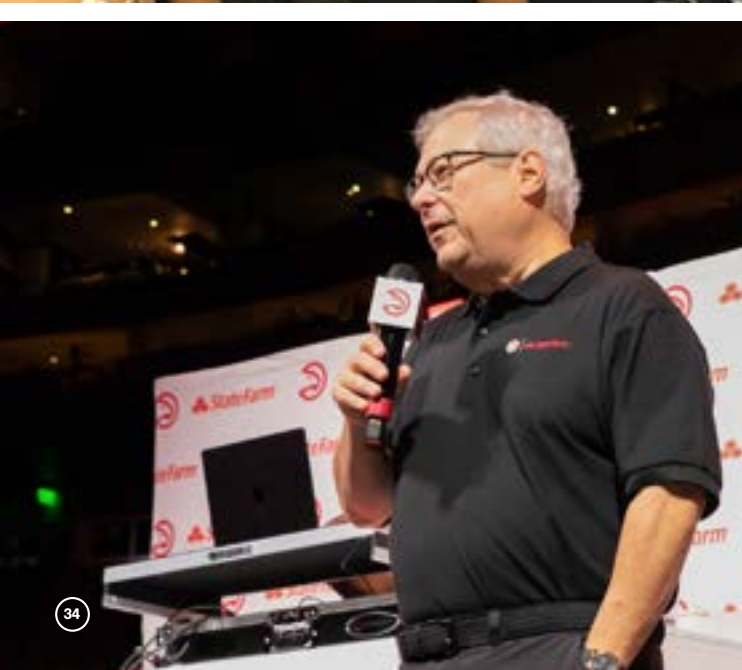
Food security is foundational to opportunity. A young person cannot learn, grow, or thrive if their most basic needs are unmet. Yet across Metro Atlanta, many families face food insecurity, with children arriving at school hungry and unable to focus. Research shows that approximately 1 in 7 adults, 1 in 5 children, and 1 in 10 seniors in the region are unsure where their next meal will come from.

Through our Food Security pillar, the Atlanta Hawks are committed to ensuring families across our city have consistent access to healthy, nourishing food, strengthening communities and giving the next generation the foundation to succeed.

NOURISHING ATLANTA'S FAMILIES, FUELING OPPORTUNITY

Leveraging our brand, players, and partners, the Hawks support community-driven solutions that address hunger with dignity. From large-scale food distributions and meal-packing initiatives to strategic nonprofit investments, the Hawks and State Farm Arena mobilize resources to meet immediate needs while building long-term stability.

Nourishment is not charity; it is a prerequisite for equity, wellness, and the future of our city.



MILLION MEAL PACK COLLECTIVE ACTION AT CITY SCALE

Each year, Million Meal Pack transforms State Farm Arena into a production floor for hope. In September, the Hawks and State Farm hosted their fifth Million Meal Pack, rallying more than 5,000 volunteers across five 90-minute shifts to assemble 1,045,272 shelf-stable meals, valued at more than \$794,000.

In partnership with U.S. Hunger and community organizations including The Salvation Army, Atlanta Community Food Bank, Midwest Food Bank, Hosea Helps, and Sweetwater Mission, these meals were distributed to families across Metro Atlanta. Volunteers packed meals and also participated in State Farm Street Fest, creating a celebratory, family-friendly environment that reinforced what collective action can look and feel like.

Since 2019, the Hawks and State Farm have mobilized more than 26,000 volunteers through five Million Meal Pack events, packing over five million meals and demonstrating the power of partnership, community, and shared purpose.

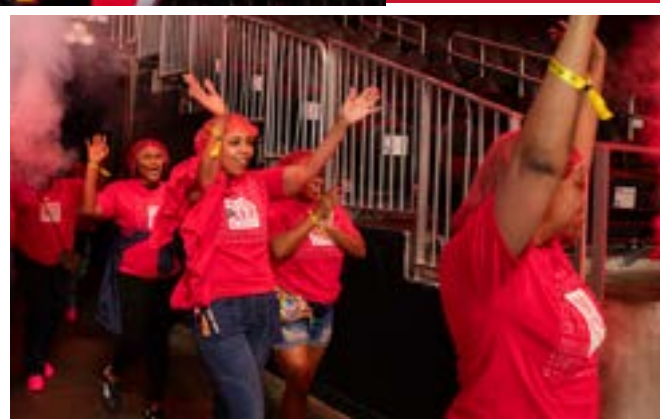
5,000+ VOLUNTEERS

1,045,272 MEALS PACKED



“ We’re proud to join forces with State Farm once again in our ongoing mission to address food insecurity. By working together, we all have the power to make a meaningful assist and positively impact the lives of countless individuals and families in our community. ”

- Alexis Roe, Vice President of Community Impact Atlanta Hawks and State Farm Arena



SERVING SENIORS WITH DIGNITY MEALS ON WHEELS ATLANTA

The Hawks' commitment to nourishment extends through a long-standing partnership with Meals on Wheels Atlanta (MOWA). Since 2020, the Hawks and State Farm have invested \$125,000 to combat senior hunger and isolation.

This partnership includes a co-branded Hawks and State Farm Good Neighbor Pantry, supporting the more than 525,000 meals MOWA delivers annually to over 800 seniors. For many, the Hawks represent more than a basketball team; they are a trusted presence, delivering nourishment, care, and connection directly to their doors.

Beyond financial support, the Hawks and State Farm remain actively engaged through volunteerism and hands-on programming. Together with initiatives like the Million Meal Pack, these efforts reflect a comprehensive approach, meeting immediate needs at scale while helping ensure consistent, long-term access to food for Atlanta's most vulnerable residents.




950
FAMILIES SUPPORTED

Pop-Up Grocery Giveaways with CareSource and the Latin American Association

In partnership with CareSource and the Latin American Association (LAA), the Atlanta Hawks expanded access to nutritious food for local families through pop-up grocery distributions at the LAA Atlanta Outreach Center.

Across two distributions in 2025, the Hawks and CareSource supported more than 950 families. In March, 50 volunteers distributed 15,000 pounds of food to over 480 families, and in November, the Hawks returned to serve an additional 478 families during a period of heightened economic need.

By showing up consistently, the Hawks, CareSource, and LAA reinforced a shared commitment to food access with dignity, helping ensure families across Metro Atlanta have the stability and support they need to thrive.

“As an organization dedicated to making a meaningful difference throughout Georgia, CareSource was proud to partner with the Atlanta Hawks and the Latin American Association to provide food for families in need... Food insecurity can increase the risk of chronic diseases and can negatively affect mental health. Through partnerships like these, we aim to improve health outcomes for Georgians by providing access to nutritious food.

- Jason Bearden, CareSource Georgia President

MLK DAY A CITYWIDE DAY OF SERVICE

“Life’s most persistent and urgent question is, ‘What are you doing for others?’ - Dr. Martin Luther King Jr.

In honor of Dr. Martin Luther King Jr. Day, Hawks employees came together for a citywide Employee Day of Service focused on addressing food insecurity across Metro Atlanta. Partnering with trusted community organizations, including Atlanta Community Food Bank, Meals on Wheels Atlanta, and Open Hand Atlanta, team members translated service into action through hands-on volunteerism.

Across three sites, Hawks volunteers packed 300 senior food boxes with Meals on Wheels Atlanta (providing 1,200 meals and snacks), sorted 13,770 pounds of food at the Atlanta Community Food Bank (equivalent to 11,475 meals), and packed more than 3,000 meals with Open Hand Atlanta totaling 15,500+ nourishing meals produced in a single day.

By honoring Dr. King’s legacy through service, Hawks employees demonstrated a shared commitment to meeting community needs with action, collaboration, and purpose.

Together, these efforts demonstrate how the Hawks use their platform to respond in moments of need, invest in the long term, and strengthen the systems that help families and seniors access nutritious food with dignity.





ECONOMIC EMPOWERMENT

Economic empowerment is about more than jobs; it is about stability, ownership, and the ability to build a future with confidence. In a city with both a thriving entrepreneurial ecosystem and one of the nation's largest racial wealth gaps, expanding pathways to long-term security is essential.

When foundational needs are met, families are better positioned to pursue education, grow businesses, and invest in their futures. Through the Economic Empowerment pillar, the Atlanta Hawks invest in people and small businesses across Metro Atlanta, leveraging our platform, partnerships, and purchasing power to expand workforce pathways, entrepreneurship, and financial capability. From supporting local and diverse-owned vendors to creating entry points into sports and entertainment careers, this work turns access into sustained economic growth.

By focusing on skills, opportunity, and long-term investment, the Hawks are helping strengthen Atlanta's economic backbone and ensure more residents can participate fully in the city's future.

BUILDING PATHWAYS TO FINANCIAL STABILITY, OPPORTUNITY, AND GROWTH



Supporting Small Business Growth Rookie Entrepreneurs Community Program

In partnership with Chase, the Atlanta Hawks facilitated the second year of the Rookie Entrepreneurs Community Program, an initiative designed to strengthen Atlanta's small business ecosystem by supporting first-time and early-stage entrepreneurs with education, access, and capital.

Hosted at the Chase Summerhill branch, the program brought together 10 local small business owners from a range of industries for a day of hands-on financial literacy workshops focused on credit, capital access, and cash flow management, tools critical to long-term business sustainability. Participants also engaged in one-on-one discussions with Hawks forward-center Onyeka Okongwu about what they learned during the financial literacy workshops and their experiences so far during their entrepreneurial journeys.

To close the day, Onyeka announced a surprise investment: each entrepreneur received a \$2,500 grant from the Hawks and Chase to help fuel business growth, cover operating needs, or support expansion efforts.



Hawks Shop and Chase Collaborate to Launch New Apparel Celebrating Black History

In partnership with Chase, the Hawks Shop launched a special Black History Month apparel collection designed by Atlanta-based artist Jordan "Doodlejor" Best, celebrating Black creativity, entrepreneurship, and cultural legacy. The limited-edition hoodie and crewneck gave fans a meaningful way to honor Black history while supporting local artistic talent. Exclusive benefits for Chase cardholders further expanded access and engagement, demonstrating how strategic partnerships can align fan connection, creative equity, and community impact. These activations reflect the Hawks' ongoing collaboration with Chase to expand access to financial education, capital, and confidence for Atlanta's entrepreneurs, recognizing that when small businesses thrive, neighborhoods grow stronger and local economies become more resilient.



LIFTING ATLANTA'S SMALL BUSINESSES

**HAWKS X UPS
ECONOMIC
EMPOWERMENT
INITIATIVES**

In partnership with UPS, the Atlanta Hawks leveraged the 2024–25 season to invest in minority-owned small businesses across Metro Atlanta, combining financial support with high-visibility storytelling.

Through the **Lift the 404 Honors campaign**, the Hawks and UPS recognized five standout businesses: Atlanta Hosiery Company, Portrait Coffee, Respected Roots, The Pastry Depot, and Her Juice Bar. Each business received a \$5,000 grant and an on-court recognition as a City Edition Co-Captain. In total, the campaign delivered \$25,000 in direct investment while providing exposure to new audiences.

This commitment continued through Business vs. Ballers, where the Hawks and UPS surprised Five Points-based retailer WISH Atlanta with a \$10,000 grant. The activation included a three-part digital series that introduced fans to the business and expanded its reach to new customers.

Together, these initiatives reflect a shared belief that small businesses are engines of economic vitality. By pairing capital with visibility, the Hawks and UPS help entrepreneurs expand their reach and strengthen Atlanta's neighborhoods.



Developing Talent and Early Career Pathways

The Atlanta Hawks invest in early career development by creating structured pathways that build confidence, skills, and long-term opportunity, particularly for women and students from historically underrepresented communities.

Through the **She LEADS Women's Empowerment Program**, the Hawks organization graduated its second cohort of more than 40 early-career women across business, sports and entertainment, STEAM, and entrepreneurship. Over the course of the year, participants engaged in leadership development workshops, networking, and hands-on learning experiences designed to accelerate career growth. The cohort culminated in the She LEADS Graduation presented by BMW, celebrating both professional achievement and personal growth.

“ We are also incredibly proud to honor the graduates of our second She Leads class, marking a significant milestone in their personal and professional growth. The skills and experiences they have gained will empower them to navigate their careers with purpose and make a lasting impact in their fields. ”

- Camye Mackey, Hawks' Executive Vice President & Chief People, Diversity, and Inclusion Officer



The Hawks further strengthened talent pipelines through the **HBCU Pathways Program, presented by Georgia Power**, offering eight paid internships to students selected from more than 1,300 applicants across 44 Historically Black Colleges and Universities. Interns gained hands-on experience across Hawks and State Farm Arena departments while building professional networks and career readiness skills, creating direct access to the sports and entertainment industry.

Complementing this work, the Hawks partnered with Stand Together and Per Scholas to launch a six-part **Virtual Sales Academy** for 33 part-time State Farm Arena team members. Grounded in the belief that talent exists everywhere, the program removed traditional degree-based barriers and equipped participants with sales training, industry-recognized certifications, and professional headshots. By investing in people already within the organization, the Academy transformed proximity into opportunity and reinforced economic mobility rooted in access, confidence, and trust.



SUPPORTING WORKFORCE TRANSITIONS

The Hawks recognize that economic empowerment means meeting people at moments of transition, whether reentering the workforce, changing careers, or seeking a second chance.

Through the **Veteran S.M.I.L.E. Training and Salute to Success Veteran's Career Fair**, presented by Georgia Power, the Hawks supported more than 250 veterans and military personnel with career readiness training, employer connections, and certification support, helping translate military experience into civilian pathways.

During Second Chance Month, the Hawks partnered with JPMorganChase on a scoring-based initiative benefiting the Center for Employment Opportunities (C.E.O.). For every "second chance point" scored during three home games, JPMorganChase pledged \$500. After 48 points, a total of \$24,000 was donated to support job placement and training services for justice-impacted individuals.

Career readiness efforts also extended into the community through workshops with CareSource and City of Refuge. The **Career Readiness with a S.M.I.L.E. Workshop** equipped participants with transferable skills, interview preparation, and goal-setting tools, strengthening confidence and long-term career mobility.



Strengthening Workforce Ecosystems and Industry Pipelines

In partnership with Stand Together, the Hawks hosted **Building & Developing Your Workforce of the Future**, convening business leaders to explore how organizations can expand access and strengthen performance in a changing workforce.

The discussion highlighted a growing reality: many successful careers are built through skills and experience, not a traditional four-year degree alone. Leaders from Stand Together and Opportunity@Work shared insights on skills-based hiring and the untapped potential of overlooked talent.

Through interactive panels, participants examined how inclusive hiring practices are driving results across industries, reinforcing that when employers value ability over pedigree, they build stronger teams and more equitable economies.



Hawks Celebrate NBA Foundation's \$6.5 MILLION INVESTMENT IN ATLANTA YOUTH

The inaugural **NBA Foundation Night at State Farm Arena** brought together the Atlanta Hawks, representatives from the NBA Foundation, and 10 local workforce development grantees to celebrate a significant, long-term investment in Atlanta's youth and the organizations advancing school-to-career pathways across the city.

During the game, partner organizations were honored with in-arena recognition spotlighting their work in job readiness, skills training, mentorship, and career advancement for under-resourced young people. The moment elevated both the scale of the NBA Foundation's commitment and the local leaders translating investment into opportunity on the ground.

Since 2021, the NBA Foundation has invested more than \$6.5 million in the Atlanta market. Through this celebration, the Hawks reinforced their shared commitment with the Foundation to driving economic empowerment, workforce access, and social mobility, using the arena as a platform to honor impact, elevate partners, and signal what's possible when national investment meets local leadership.



STABILIZING THE WORKFORCE THROUGH CRISIS SUPPORT

Economic empowerment also means protecting workers during moments of crisis. In partnership with Giving Kitchen and fueled by Georgia Natural Gas®, the Atlanta Hawks and State Farm Arena hosted **Forkside Seats**, a one-night culinary experience designed to support food service workers facing crisis. By transforming the arena into a shared table for chefs, partners, and community leaders, the event **raised \$435,000 to provide emergency financial assistance** and Stability Network resources for restaurant workers impacted by illness, injury, or housing instability. Proceeds from the evening directly advanced Giving Kitchen's mission, a James Beard Award-winning nonprofit that has supported more than 35,000 food service workers nationwide, distributing over \$16 million in assistance since 2013. By using the arena as a platform for care, not just competition, the Hawks helped protect the people who help feed and serve Atlanta every day. Following its success, Forkside Seats will return in 2026—continuing a commitment to show up for the workforce that sustains the city's hospitality industry.

Together, these Economic Empowerment efforts reflect the Hawks' belief that a strong city is built when people are seen, supported, and equipped beyond just to survive: to own, grow, and lead.





BUILDING BRIDGES THROUGH BASKETBALL

Basketball is the front door and the bridge to our relationship with the city. It is how many Atlantans first meet us: not in the arena, but in recreation centers, school gyms, neighborhood courts, and pop-up clinics within their own communities. Through the game, we connect the Atlanta Hawks' expertise, platform, and resources with the needs of the people we serve. From camps, clinics, and court renovations to the transformation of youth enrichment spaces, basketball allows us to create safe, welcoming environments where mentorship, connection, and a sense of belonging can thrive. Beyond our own programming, we invest in national, state, and local nonprofit partners who expand access and opportunity through the game, amplifying impact across schools, gyms, recreation centers, and neighborhoods throughout Georgia and beyond.

ATLANTA HAWKS FOUNDATION

The Foundation's mission is to continue to grow the Atlanta Hawks as a community asset by building bridges through basketball. Basketball, providing safe access to play, as well as community opportunities for mental and physical wellness and economic empowerment.

The Atlanta Hawks Foundation leverages the power of basketball, community investment, and strategic partnerships to expand access, opportunity, and belonging for youth and families across Metro Atlanta. Together, these investments reflect a long-term commitment to access, equity, and infrastructure, ensuring basketball serves as a gateway to opportunity across Metro Atlanta.

In calendar year 2025, these collective efforts reached more than 117,000 youth across the Metro Atlanta community and State of Georgia, supporting a diverse network of grantees and infrastructure projects. This unified investment directly fuels the mission-driven work of our 2025 partners—including Vision to Learn, Georgia Recreation & Parks Association, Good Sports, Special Olympics of Georgia, Boys and Girls Club of Georgia, BlazeSports America, and the Prostate Cancer Foundation—alongside the continued renovation of State Farm Good Neighbor Clubs and Community Courts.

ATLANTA HAWKS FOUNDATION
HAS DONATED
\$6.3M+
IN GRANTS TO YOUTH SPORTS AND
WELLNESS ORGANIZATIONS.



BUILDING PLACES WHERE KIDS BELONG

ATLANTA HAWKS AND STATE FARM COMMUNITY COURTS AND GOOD NEIGHBOR CLUBS

Since 2015, the Atlanta Hawks Foundation and State Farm have reimagined the spaces where young Atlantans gather, grow, and lead. Through Community Courts and Good Neighbor Clubs, we invest in more than renovations; we create safe, high-quality environments where play, learning, and mentorship come together.

Community Courts began by transforming neighborhood basketball courts into welcoming hubs for play and connection. In 2018, that vision expanded with Good Neighbor Clubs, technology-enabled enrichment spaces designed to support academic achievement, creativity, and leadership development.

At Pittman Park Recreation Center, that vision is tangible. What was once a multipurpose room is now a flexible, modern teen club equipped with modular furniture, laptops, charging stations, and vibrant design. The space shifts seamlessly from homework support to mentorship circles to hands-on STEM learning. Located in Atlanta's historic Pittsburgh neighborhood, the club reflects a long-standing call for deeper, youth-centered investment and delivers on it.

Today, 41 Community Courts and Good Neighbor Clubs serve communities across Metro Atlanta, reaching over 2.4 million residents within a 2.5-mile radius. In 2025, we opened the 12th Good Neighbor Club (located within Pittman Park Recreation Center) and refreshed courts at Grant Park and N.H. Scott Park, expanding access to safe, inspiring places to learn, play, and grow.

By investing in the spaces youth already call home, we strengthen neighborhoods and empower the next generation of leaders.

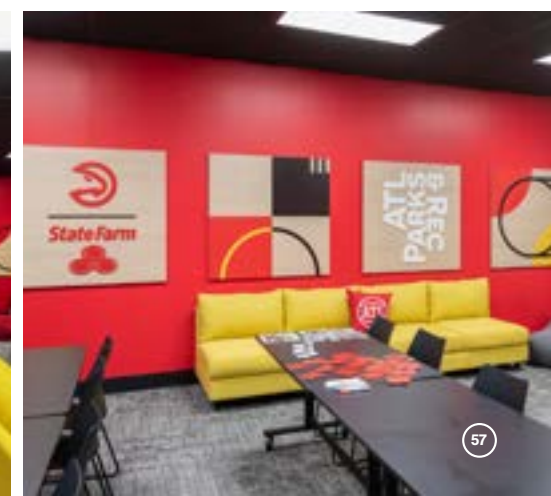
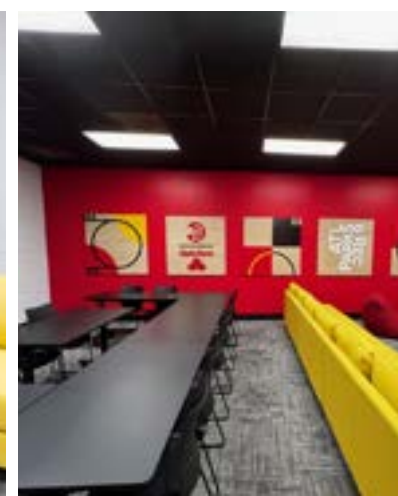


2.4 MILLION+
RESIDENTS WITH ACCESS

to Atlanta Hawks and State Farm Good Neighbor Clubs and Community Courts.



41 TOTAL
COMMUNITY COURTS AND
GOOD NEIGHBOR CLUBS



REMOVING BARRIERS TO PLAY

In 2025, the Atlanta Hawks Foundation deepened its partnership with Good Sports through **Project Rebound**, a signature initiative removing economic barriers to youth sports. When school budgets tighten or recreation programs lack resources, Project Rebound delivers high-quality basketball and fitness equipment directly to Title I schools and nonprofits across Georgia.

This year alone, nearly 4,000 young people received the gear they needed to participate with confidence. Since its launch, the program has distributed more than \$628,000 in equipment, apparel, and footwear, reaching an estimated 13,900 youth in underserved communities.



4,000

YOUTH GAINED ACCESS TO SPORTS EQUIPMENT



\$628,000

DISTRIBUTED IN EQUIPMENT, APPAREL AND FOOTWEAR



13,900+

YOUTH REACHED SINCE PROGRAM LAUNCH

Project Rebound does more than provide equipment; it opens doors, ensuring every child can step onto the court or into sports ready to play and feel they belong.



PROGRAMS THAT TRAVEL TO WHERE KIDS ALREADY ARE

HAWKS BASKETBALL ACADEMY

The Hawks' commitment to building bridges through basketball extends beyond courts and community spaces into the lives of the young people who play on them. That commitment comes to life through the Hawks Basketball Academy, the primary engine behind the organization's youth basketball programming. Through year-round camps, clinics, leagues, and tournaments, the Academy delivers high-quality instruction and meaningful on-court experiences for players and coaches at every skill level. By creating inclusive environments rooted in teamwork, discipline, and sportsmanship, the Hawks Basketball Academy helps the next generation develop a lasting love for the game, while building the confidence, character, and leadership skills needed to succeed on and off the court.



1,500+
COACHES TRAINED



2,500+
HOURS OF BASKETBALL INSTRUCTION



25,000+
BASKETBALLS, UNIFORMS, AND EQUIPMENT DISTRIBUTED



55,000+
YOUTH PARTICIPANTS IMPACTED



1,200+
LADY BALLERS ENGAGED



2,000+
OF GEORGIA HIGH SCHOOL ASSOCIATION STUDENT-ATHLETES & COACHES IN HAWKS SPONSORED EVENTS

245,000+
HAWKS AT HOME WORKOUT VIDEO VIEWS



5,800+
OF PARTICIPANTS IN HAWKS AT HOME VIRTUAL PROGRAM



325+
OF MIDDLE SCHOOL TEAMS IN HAWKS SPONSORED TOURNAMENTS



650+
OF ATHLETES, COACHES, AND OFFICIALS SUPPORTED BY MIDNIGHT BASKETBALL

ELEVATING INCLUSION IN ADAPTIVE SPORTS

In partnership with BlazeSports America, the Hawks supported the ninth annual **Big Peach Slam Jam**, one of the largest wheelchair basketball tournaments in the country outside of national championships. The tournament brought together 35 teams and more than 450 athletes from across the United States, including prep, varsity, and women's divisions, reinforcing a shared commitment to equity and representation in adaptive athletics.

This event is part of a long-standing partnership dating back to 2013, including the Hawks Foundation's ongoing support of the Atlanta Jr. Hawks Wheelchair Basketball Program, recognized as one of the nation's most successful youth wheelchair basketball programs. Together, this collaboration continues to expand access, elevate talent, and ensure adaptive athletes are seen, celebrated, and supported at the highest levels of competition.

“Our collaboration with the Atlanta Hawks allows us to amplify this event to new heights. The Big Peach Slam Jam is a celebration of inclusive sport, providing hundreds of athletes nationwide the chance to showcase their skills at the highest level of competition.”

Dawn Churi, Executive Director of BlazeSports America.



PLAY WITH PURPOSE WHERE BASKETBALL MEETS STEM

In partnership with Google, the Atlanta Hawks are redefining youth development at the intersection of sport and technology. In 2025, this collaboration reached over 310 young people across Metro Atlanta through integrated clinics, camps, and learning experiences designed to build confidence and curiosity.

Through initiatives like **Lady Ballers** and **Jr. NBA/WNBA Week**, athletes ages 8–15 engaged in high-quality basketball programming paired with hands-on STEM challenges. From physics-based shooting drills to data-driven performance analysis, these sessions brought classroom concepts to life on the court.

Led by Hawks coaches and Google volunteers, these programs created inclusive environments where participants were encouraged to see themselves as both athletes and future innovators. By combining play with purpose, the Hawks and Google are opening new pathways for the next generation of leaders on the court, in the classroom, and beyond.





BUILDING ACCESS, CONFIDENCE, AND BELONGING THROUGH YOUTH BASKETBALL

Across Metro Atlanta, the Atlanta Hawks Basketball Academy uses basketball to drive physical activity, character, and connection.

In 2025, the **Community Court Tour** brought programming to 17 locations across five counties, engaging more than 1,500 youth. Led by Hawks coaches and alumni, each stop created welcoming neighborhood spaces for young people to learn fundamentals and stay active close to home. In partnership with CareSource, the tour also reinforced healthy habits and hydration. Since its launch, the tour has reached more than 7,500 youth.

Jr. Hawks Summer Camps, presented by adidas, engaged more than 750 youth in five weeks of skill-building and mentorship. Campers received high-quality instruction and encouragement from current and former Hawks players, supporting their growth as athletes and teammates.

To ensure these opportunities are accessible to all, long-time partner Kenneth S. Nugent Attorneys at Law amplified this impact through the Score for Scholarships initiative. By pledging \$1 to the Hawks Foundation for every point scored, the program directly reinvests in youth access and development. In 2025, this partnership ensured that approximately 75% of Jr. Hawks campers received scholarship support. Since 2017, Score for Scholarships has opened doors for more than 3,000 youth, helping the Academy reach over 11,000 campers since 2015.

The Academy also launched **Jr. Hawks Shooting Clinics**, reaching more than 450 youth with focused, skill-specific training that deepened their connection to the game.



2,700+ YOUTH REACHED

Through 2025 Hawks Community Court Tour, Summer Camps, and Shooting Clinics



INVESTING IN COACHES AND THE BASKETBALL ECOSYSTEM

The Atlanta Hawks' impact extends beyond the players to the coaches who shape their experiences on and off the court. Through the **Jr. NBA/Jr. WNBA Coach of the Year Program**, we recognize grassroots and scholastic coaches who prioritize character, mentorship and purpose.

“ This award is a reflection of the hard work, dedication, and passion of not only myself but the incredible athletes I’ve had the privilege to work with

Coach Yakhouba "Kooba" Diawara, Founder of Free Throw Academy

In 2025, the Hawks and College Park Skyhawks hosted the **14th Annual Coaches Clinic presented by the YMCA of Metro Atlanta**. Held at the Emory Sports Medicine Complex, the event provided more than 250 local coaches with professional development and NBA-level insights, including a Q&A with Hawks Assistant Coach Mike Brey.

Since 2011, these efforts have supported **more than 5,500 coaches**, strengthening the foundation of youth basketball and community leadership across Metro Atlanta.





ELEVATING THE HIGH SCHOOL GAME YOUTH BASKETBALL

Through the **Hawks–Naismith Tipoff Classic** and **Hawks Holiday Classic**, the Hawks continue to spotlight Georgia’s top high school talent while expanding access, exposure, and opportunity for student-athletes. Over the past six years, these showcases have brought together more than 3,250 athletes from 235 teams, energizing communities and elevating the high school basketball experience statewide.

Long-time partner Kenneth S. Nugent Attorneys at Law further amplified this impact through the **Score for Scholarships** initiative, pledging \$1 to the Hawks Foundation for every point scored, directly reinvesting in youth access, development, and future opportunity.



HAWKS AT HOME EXPANDING ACCESS TO THE GAME ANYWHERE

Hawks at Home is the Atlanta Hawks Basketball Academy’s premier digital platform, delivering free, high-quality basketball instruction to youth across Georgia and beyond. Through on-demand training led by Hawks players and Academy coaches, the platform provides skill development, coach education, and mental wellness resources, meeting young people wherever they are.

In 2025, Hawks at Home generated more than 245,000 YouTube views, extending the Academy’s reach far beyond the 50,000+ youth engaged through in-person camps, clinics, and tournaments.

By combining digital access with on-the-ground programming, Hawks at Home removes barriers of geography, cost, and circumstance, ensuring more young people can develop their skills, build confidence, and stay connected to the game.

Together, these efforts demonstrate how basketball, when paired with intention, investment, and partnership, can become a powerful engine for access, equity, and community connection across Metro Atlanta.



Midnight Basketball

The Hawks have supported Atlanta’s midnight basketball program, hosted by Mayor Andre Dickens, since its inception as part of a broader commitment to advancing public safety and opportunity for young adults. This program creates a safe, engaging environment through competitive basketball while connecting participants to critical resources, including employment services, mentorship, and community support. In partnership with city leaders and local organizations, Midnight Basketball serves as a platform to reduce crime, foster positive engagement, and strengthen pathways for young adults across Atlanta.

71% DECREASE IN CRIME
LINKED TO THE MIDNIGHT BASKETBALL INITIATIVE



PROTECTING OUR HOME COURT

SUSTAINABILITY AND ENVIRONMENTAL STEWARDSHIP

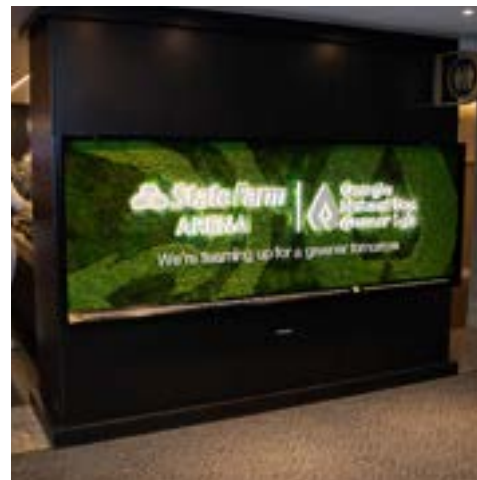
The Hawks and State Farm Arena is committed to leading in environmental responsibility through waste reduction, recycling, carbon offsetting, and resource management. From national ESG recognition to diverting millions of pounds of waste and offsetting natural gas emissions, the Hawks and State Farm Arena take an action-driven approach to sustainability. This work reflects a clear belief: protecting the planet is inseparable from serving Atlanta's future.



National Leadership in Sustainability - State Farm Arena Ranked No. 1 Among NBA Venues for ESG Performance

As the Atlanta Hawks and State Farm Arena continue to advance innovation and accountability in sustainable operations, the arena was once again recognized as a national leader, earning the **No. 1 ranking among NBA venues** for the second consecutive year at the GOAL Invitational & Awards.

At the 2025 ceremony, State Farm Arena received **36 total gold, silver, and bronze medals** across key Environmental, Social, and Governance (ESG) categories. These honors reflect systems that are actively delivering measurable environmental outcomes across arena operations.



Advancing Zero-Waste Progress at Scale – State Farm Arena Reaches 10 Million Pounds of Waste Diversion

State Farm Arena reached a major sustainability milestone in 2025, surpassing 10 million pounds of waste diverted from landfills since launching its zero-waste initiative in 2021.

In 2025 alone, the arena diverted **2,459,192.97 pounds** through composting, recycling, and reuse, made possible through partnerships with Novelis and Smurfit WestRock that embed sustainable materials management across operations.

Sustainability efforts extended beyond waste diversion. Items left behind during games and events were collected and repurposed, with **12,491 pounds** redistributed to 10 nonprofit partners, including Covenant House and Goodwill, extending the life of materials while supporting the community.

Zero Waste Meets Net-Zero Emissions with State Farm Arena and Georgia Natural Gas

Through its continued partnership with Georgia Natural Gas® and their Greener Life for Business® program, State Farm Arena offsets 100% of the carbon emissions from its natural gas usage, totaling more than 2.5 million pounds of CO₂e.

This impact is equivalent to taking 287* cars off the road for a full year, reinforcing the arena's commitment to environmental stewardship. By investing in carbon offset solutions alongside operational efficiency, State Farm Arena continues to model how large-scale venues can lead responsibly while serving millions of guests annually.

2.5M POUNDS OF CO₂e CARBON EMISSIONS OFFSET **287** EQUIVALENT OF CARS TAKEN OFF THE ROAD

*Calculated using the EPA Greenhouse Gas Equivalencies Calculator based on 1,229.6 MT of CO₂e. Website Source: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

Community Stewardship and In-Arena Innovation with HEINEKEN

As part of a shared commitment to a cleaner, more sustainable Atlanta, The Hawks, HEINEKEN, and Park Pride partnered to revitalize Lillian Cooper Shepherd Park, creating a safer, more welcoming greenspace for the community. This beautification effort featured a unique collaboration with influencer Vic Blends and his academy, who provided free haircuts and led meaningful dialogue about the neighborhood's future. Together, these actions demonstrate how environmental stewardship and community well-being go hand-in-hand.

Inside State Farm Arena, HEINEKEN advanced its Path to Net Zero goals by installing branded Reverse Vending Machines (RVMs) along the concourse, offering fans an engaging way to recycle during games. By pairing in-arena innovation with community-based action, the Hawks and HEINEKEN are reducing waste and making sustainability a visible, participatory experience for all of Atlanta.





DID YOU KNOW?

The Long-Term Impact of Rock the Rim

Based on long-term environmental modeling, approximately 383 of the trees and shrubs planted are projected to:

**CAPTURE MORE THAN
560,000 POUNDS
OF CARBON**

**ABSORB OVER 4
MILLION GALLONS
OF RAINWATER**

**HELP REDUCE FLOODING AND NATURALLY
COOL SURROUNDING NEIGHBORHOODS
OVER THE NEXT 40 YEARS**

Hawks and Smurfit WestRock Plant Over 900 Trees Across Metro Atlanta

Through **Rock the Rim**, the Atlanta Hawks, in partnership with Smurfit WestRock and Trees Atlanta, continue to invest in Atlanta's environmental health by restoring green spaces and expanding the city's urban tree canopy.

Over the past two seasons, the initiative has resulted in the planting of more than 900 native trees and shrubs across Metro Atlanta. During the 2024–2025 season alone, 484 trees and shrubs were planted with the support of more than 50 volunteers, including restoration efforts at the John Lewis Flowering Forest. In the prior 2023–2024 season, an additional 445 trees were planted across key locations such as Candler Park, Clear Creek, Connally Nature Preserve, Proctor Creek, and Woodall Creek.

By focusing on native species and ecologically strategic locations, Rock the Rim strengthens local ecosystems, improves air and water quality, and creates healthier, more resilient neighborhoods—especially in areas most impacted by environmental inequities.

“ The ‘Rock the Rim’ initiative is a great way to support the Hawks for every exciting dunk this season while also helping to make a real difference in our community from a sustainability standpoint....Smurfit Westrock shares many of our values and sustainability goals. We're proud of what we're undertaking together that help build a better Atlanta.

- Andrew Saltzman, President, Business Enterprise and Chief Commercial Officer, Atlanta Hawks and State Farm Arena

By intentionally selecting species that support local wildlife and pollinators, the Hawks and Smurfit WestRock are ensuring that each tree planted today contributes to cleaner air, healthier ecosystems, and a more sustainable Atlanta for generations to come.

*Estimates based on i-Tree modeling, which accounts for variables including a projected 50% survival rate over 40 years.



FULL COURT OUTREACH

SHOWING UP FOR ATL IN EVERY WAY

Community impact doesn't stop at the Hawks' core pillars. It lives in the everyday moments where the Hawks show up for the city Atlantans call home. From honoring local heroes and veterans to creating joy-filled experiences for families and fans, Full-Court Outreach reflects the belief that when every department, partner, and platform is activated with intention, they strengthen the fabric of Atlanta.

Together, these moments form a powerful story of presence, pride, dignity, and partnership across Metro Atlanta.

SEASON OF GIVING

Each holiday season, the Hawks family comes together to deliver joy, dignity, and tangible support across Metro Atlanta. From the Boyce Ansley School Holiday Party and the Holiday Slam Dunk with Georgia Natural Gas, to the Mark Carroll & Friends Toy Drive with BMW, the organization creates moments that center children and families. That same commitment continues through hands-on service at HOPE Atlanta, Atlanta Mission, and the Hawks' annual Holiday Assist Donation Program and Hawksgiving tradition. Across schools, shelters, and neighborhood hubs, Season of Giving reflects a simple belief: when we show up for one another, our city grows stronger together.



Boyce Ansley School Holiday Party

The Hawks and Lady Hawks surprised over 100 students with holiday wish list gifts, followed by a festive day of arts, crafts, and a basketball clinic with Harry the Hawk and the ATL Dancers.



HOPE Atlanta Women's Community Kitchen

Hawks GM Onsi Saleh and front office leaders served meals and distributed hygiene kits to 70 residents, reinforcing the organization's commitment to supporting Atlanta's most vulnerable populations.



Lady Hawks at Boyce Ansley School Holiday Party



Holiday Slam Dunk with Georgia Natural Gas®

Families from the Arthur M. Blank YMCA enjoyed a high-energy on-court toy dash, with remaining toys donated to Atlanta Mission and parents receiving surprise \$500 Kroger gift cards.



3rd Annual Hawks Holiday Assist Donation Program

Since 2022, Hawks staff have donated over 4,500 hygiene and clothing items each Giving Tuesday to Atlanta Mission, helping support neighbors experiencing homelessness.



3rd Annual Hawksgiving at Atlanta Mission

Continuing a tradition since 2022, the Ressler-Gertz family and Hawks players Keaton Wallace and Zaccharie Risacher joined team members to serve and support Thanksgiving meals across Atlanta Mission locations.

PLAYERS AS NEIGHBORS, MENTORS, AND CHANGEMAKERS

At the Atlanta Hawks, players lead by example, proving their impact extends far beyond the final buzzer. Through personal foundations, hands-on service, and intentional giving, they uplift neighbors, address critical needs, and build lasting relationships across Metro Atlanta.



Dyson Daniels

Partnering with Covenant House Georgia, Dyson supported more than 120 youth facing homelessness by providing essentials, professional attire, meals, and duffel bags filled with necessities—helping residents prepare for their next steps.



Keaton Wallace

Keaton Wallace and his family volunteered at the Andrew & Walter Young YMCA grocery giveaway, helping serve more than 350 families and reinforcing a personal commitment to addressing food insecurity.



Onyeka Okongwu

Onyeka hosted a holiday bowling party for 10 youth in foster care, surprising each child with an iPad, Adidas gear, and Hawks swag—creating a joyful, affirming experience centered on belonging.



Trae Young Family Foundation

Trae Young and his wife Shelby served more than 300 residents at Atlanta Mission: Shepherd's Inn, hosted a holiday party with Ronald McDonald House Charities Atlanta, and partnered with Sunshine on a Ranney Day to fund a life-changing home renovation for a young fan.





Jason Collier Memorial Award Recipient Larry Nance Jr.

The Atlanta Hawks recognized former Hawks' forward Larry Nance Jr. with the Jason Collier Memorial Award for the 2024–25 season, honoring his outstanding dedication to community service and commitment to carrying forward the late Jason Collier's legacy. Last season, Nance participated in several community initiatives including Million Meal Pack, APS Race2Read Challenge to promote youth literacy, and served as an ambassador for the American Heart Association. Through his non-profit, Athletes vs. Crohn's and Colitis, he hosted fans with Crohn's disease at Hawks games, and through Love Beyond Walls, he contributed more than 600 high-need items to help resource rooms at Finch Elementary School, providing clothing, hygiene products, and food. Together, these efforts exemplified the spirit of the Jason Collier Memorial Award and underscored Nance's enduring impact on the Atlanta community, both on and off the court.



Players Providing Access to the Game

Powered by Atlanta Hawks players and the Hawks and Skyhawks Community Impact teams, the Hawks Heroes Community Ticket Program donates hundreds of tickets each season to local non-profit organizations and Title I schools. Through these donations, youth and families are invited to enjoy an engaging Hawks or Skyhawks game day that connects them to the excitement of NBA basketball.

This past season, over 140 non-profits were invited to experience the excitement of professional basketball, with nearly 1,500 Hawks tickets and over 9,500 College Park Skyhawks tickets donated.

Honoring Legacy and Service ALUMNI PROGRAMMING

In addition to the impact of the current roster, Hawks Alumni continue to play a vital role in serving the metro Atlanta community. Long after their playing days, these former Hawks remain deeply connected to the city—showing up 75 times in 2025 at schools, community centers, nonprofits, and special events to mentor youth, support families, and amplify local causes.



SALUTING SERVICE

The Hawks maintain a year-round commitment to honoring military members, veterans, and their families through meaningful recognition and tangible support. From special game night recognitions and community events to partnerships that provide resources, connection, and moments of joy, the Hawks' efforts are designed to show genuine gratitude while addressing the unique needs of the military community.



HONORING THOSE WHO SERVE AND HAVE SERVED



Crowning Courage with Crown Royal

For the ninth consecutive year, the Hawks and Crown Royal honored active-duty and retired military personnel. The experience featured courtside seating, moments with Hawks players and Dominique Wilkins, and the Purple Bag Project, where fans assembled care packages for service members overseas. Since 2016, this partnership has honored more than 1,000 service members.



Veterans Day Care Packages

In honor of Veterans Day, Hawks and Skyhawks team members prepared and delivered care packages to the Wounded Warrior Project. These packages, filled with essentials and stationery, support the mental and physical wellness of veterans and their families.



Veterans VIP Experience with BMW

This season-long initiative across five home games provided veterans with a premier experience, including door-to-door transportation, courtside access, and a \$1,000 Hawks Shop shopping spree. The program is designed to affirm respect and gratitude for a lifetime of dedicated service.



Military Magical Moment with Rooms To Go

In partnership with HOPE Atlanta, the Hawks and Rooms To Go honored a local military family with a full at-home room makeover, creating comfort and stability beyond gameday. The celebration continued at State Farm Arena with VIP tickets, pregame court access, in-game Military Appreciation recognition, a meet-and-greet with Hawks talent, and a Rooms To Go shopping experience—turning gratitude into a powerful, joy-filled moment of lasting impact.





Building a Healthy Future **INVESTING IN WELLNESS**

The Hawks are committed to advancing community health through strategic investment, research support, and culturally responsive wellness programming.

Over \$1 Million Invested in Prostate Cancer Research

Since 2019, the Hawks Foundation and Ressler-Gertz Family Foundation have contributed over \$1 million to the Prostate Cancer Foundation. This season's \$150,000 combined gift supports groundbreaking research and awareness at the Winship Cancer Institute of Emory University, advancing the fight against prostate cancer for families across Georgia.

Emory Winship 5K Run/Walk

For the eighth year, the Hawks supported the Winship 5K, raising critical funds for cancer research. Hawks Entertainment—including Harry the Hawk, the ATL Dancers, and the Flight Crew—energized the Emory University campus, turning the event into a spirited celebration of hope and collective action.

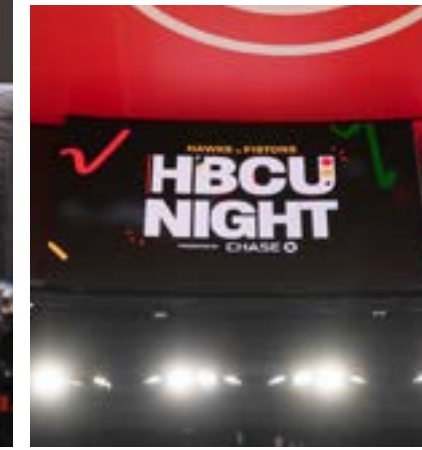
Advancing Community Health with Kaiser Permanente Georgia

In partnership with Kaiser Permanente Georgia, the Hawks delivered two culturally responsive health activations. During Black Maternal Health Week, the "Birthing Joy" festival provided free health screenings and community resources. This commitment continued with the "Real Talk, Real Strength: Men of Color Health Summit," where nearly 100 men gathered at State Farm Arena for expert-led dialogue and practical tools to prioritize mental and physical well-being.

CULTURE, INCLUSION AND BELONGING

**REFLECTING ATLANTA
INSIDE AND OUTSIDE
THE ARENA**

Theme Nights are a powerful expression of how the Hawks and their corporate partners—including CareSource, Chase, Georgia Natural Gas, BMW, Hennessy, and Crown Royal—activate basketball as a force for community impact. By using State Farm Arena as a shared platform to celebrate Atlanta’s cultural richness, these activations pair visibility with real investment. From uplifting LGBTQIA+ voices and Black creators to advancing women’s leadership through She LEADS, each event blends storytelling and access to ensure every community feels seen and supported on and off the court.

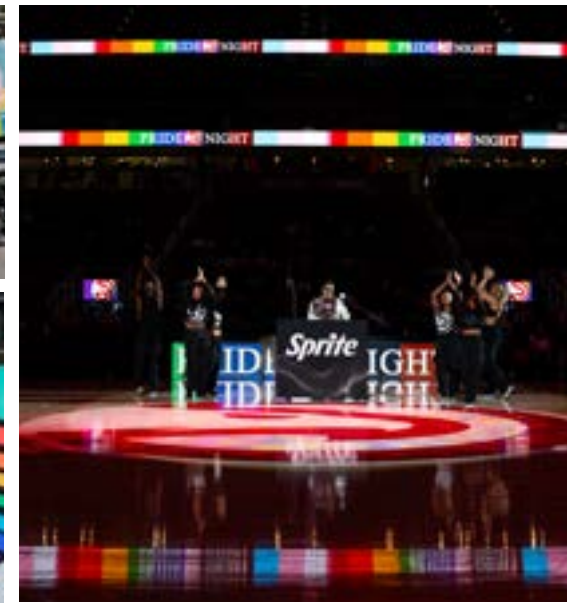


**HBCU Night
presented by Chase**

The seventh annual HBCU Night honored the legacy and leadership of Historically Black Colleges and Universities, featuring student entrepreneurs, cultural performances, and in-arena recognition—highlighting HBCUs as engines of opportunity and economic mobility.

Pride Nights

The Hawks hosted their seventh and eighth annual Pride Nights, celebrating and uplifting the LGBTQIA+ community through performances, partnerships, and visible in-arena support—reinforcing a year-round commitment to inclusion and belonging.



Atlanta Pride Parade

The Hawks joined over 100,000 attendees in the Atlanta Pride Parade, marching with a Hawks- and Skyhawks-BMW branded float. Represented by the LGBTQIA+ Employee Resource Group, leadership, and staff, the organization’s participation reinforced its year-round commitment to inclusion and community pride.



**Hispanic Heritage Night
presented by CareSource**

Hispanic Heritage Night celebrated the culture and contributions of Latino communities through music, dance, and storytelling—while reinforcing year-round partnerships that support food access, small businesses, and neighborhood investment.



Legacy & Libations with Hennessy

Hosted at ZuCot Gallery, Legacy & Libations convened HBCU alumni and cultural leaders for dialogue and artistic expression—celebrating the lasting influence of HBCUs on Atlanta’s culture, leadership, and economy.

Divine 9 Night

Divine 9 Night honored the service and leadership of Black Greek Letter Organizations, pairing in-arena recognition with ticketed donations supporting the NPHC of Greater Atlanta and its community-based work.



Black History Month Game with Georgia Natural Gas®

Fueled by Georgia Natural Gas®, the Black History Month Game spotlighted local Black creators and featured art, performances, and a fan T-shirt designed by Aysha Pennerman. The evening also included a \$10,000 donation to Morehouse College's Cinema, Television, and Emerging Media Studies program to invest in the next generation of Black storytellers.



Culture Fest presented by CareSource

The inaugural Culture Fest celebrated African, Caribbean, and Latino cultures through performances, food, and fan engagement—using basketball as a unifying platform for representation and shared identity.



Women's Empowerment Night presented by BMW

Women's Empowerment Night celebrated women's leadership across Atlanta, highlighted by the She LEADS Class of 2025 graduation—advancing pathways for women in business, sports, STEAM, and entrepreneurship.



We are honored to support the Atlanta Hawks Women's Empowerment Night and the She LEADS Graduation - two incredible events that celebrate the strength, resilience, and achievements of women in our community. By investing in these moments, BMW hopes to uplift and encourage the next generation of female leaders, ensuring they have the support and opportunities they deserve to thrive.

- Curtis Snyder, Southern Region Marketing Manager for BMW North America

Employee Resource Groups (ERGs) play a vital role in bringing Full-Court Impact to life at the Atlanta Hawks and State Farm Arena. These employee-led groups harness the passion, lived experiences, and diverse perspectives of team members to champion inclusion while serving the communities that reflect them. By organizing volunteer projects, advocacy efforts, and culturally meaningful activations, ERGs help ensure that the organization's commitment to equity and belonging extends far beyond the arena.





FAN EXPERIENCE, ACCESSIBILITY AND “MAKE A MOMENT” PLATFORM

Expanding Access to the Game for Every Fan

This season, State Farm Arena became the first professional sports venue in Atlanta to offer real-time, touch-based game experiences for fans who are blind or have low vision. Through a partnership with Ticketmaster and OneCourt, using tactile feedback and audio updates, **OneCourt allows fans to feel every pass, play, and point, creating a fully immersive basketball experience.** By providing these devices free of charge for Hawks games, we are redefining what inclusion looks like in live sports. The Hawks continue to advance their commitment to inclusivity, accessibility, and creating memorable fan experiences for all. Paired with existing accommodations such as the Sensory Room, sensory bags, and assistive listening devices, this initiative reflects the Hawks’ commitment to ensuring every fan feels welcomed, valued, and fully connected to the energy of game day.



We believe every fan deserves to feel the thrill, passion and excitement of the games when they make the trek down to State Farm Arena

- Fred Ravenell, Hawks and State Farm Arena Senior Vice President of Guest Experience Operations



MAKING A MOMENT

CREATING JOY WHEN IT MATTERS MOST

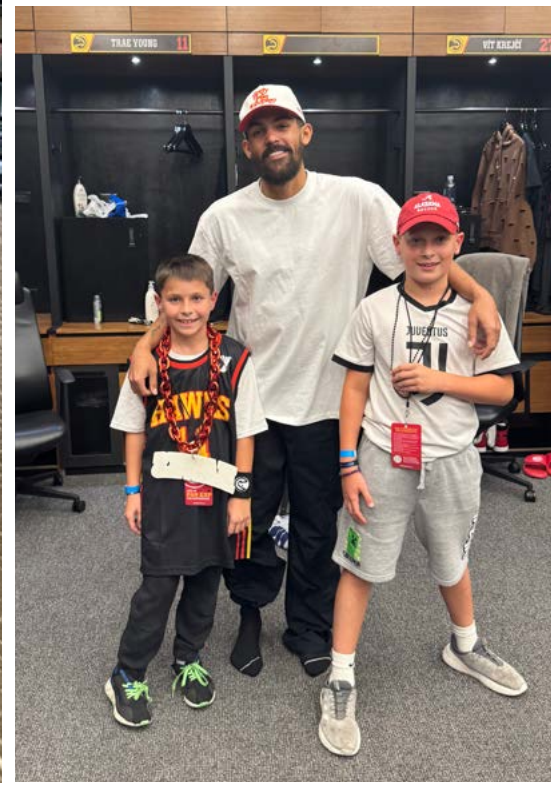
Make a Moment is an Atlanta Hawks and State Farm Arena initiative rooted in a simple belief: everyone deserves moments of joy, recognition, and connection, especially during life’s most challenging seasons. Whether celebrating milestones or navigating extraordinary circumstances, the platform exists to meet individuals and families with empathy, creating experiences that remind them they are seen, valued, and not alone.

In 2025, the Hawks’ Guest Experience Team delivered 2,870 personalized moments during games and events at State Farm Arena. From quiet gestures like surprise seat upgrades and jerseys, to deeply personal experiences created in partnership with community organizations, each moment was designed to transform an ordinary night into something meaningful.



2,870

PERSONALIZED MOMENTS FOR STATE FARM ARENA GUESTS



Hawk for a Day: A Dream Contract for KJ

For six-year-old KJ Davis, who lives with spina bifida and hydrocephalus, the impact extended beyond a single game. In partnership with Bert's Big Adventure, the Hawks surprised KJ with a one-day "Hawk for a Day" contract ahead of his dream trip to Walt Disney World®. The magic continued when the Hawks welcomed KJ and his family back to State Farm Arena for a special game-day celebration, extending joy, wonder, and belonging through a Make a Moment experience filled with basketball, laughter, and connection.

Lockett's Big Moment

For nine-year-old Hawks superfan Lockett Schwerdt, who has endured 29 surgeries and a kidney transplant, this Make a Moment turned a long-held dream into reality. Through a generous suite donation from Georgia Natural Gas, Lockett and his family were welcomed to State Farm Arena for an unforgettable evening, serving as honorary co-captain, watching warmups from courtside, receiving autographs, and sharing a private locker room moment with his favorite player, Trae Young.

Together, these moments reflect the heart of the **Make a Moment platform**: using the power of sport, storytelling, and human care to create joy when it matters most and to ensure that every fan, regardless of circumstance, feels they belong.



COLLEGE PARK SKYHAWKS

FULL-COURT IMPACT ON THE SOUTHSIDE

The College Park Skyhawks stand as a dynamic and transformative extension of the Atlanta Hawks' Full-Court Impact mission, deeply embedded in the heartbeat of the Southside. Through the powerful platform of the NBA G League, the Skyhawks elevate the game of basketball beyond competition, harnessing it as a force for inspiration, economic vitality, and generational impact across College Park and South Metro Atlanta.



6,000

Youth reached through education-related initiatives.

100+

Teachers supported through holiday and giving programs.

9,500

Tickets provided to community organizations to expand access to the game

800+

Participants were impacted through specialized basketball clinics.

108

Community events hosted to foster connection and belonging.



The College Park Skyhawks serve as a true civic asset, igniting possibility for young people, fortifying the local ecosystem through strategic partnerships, and curating unforgettable in-arena moments that reflect excellence, pride, and opportunity. In doing so, they ensure that every child in the Southside community can see their potential mirrored in the game—and believe in what’s possible beyond it.

EDUCATION & MENTORSHIP

INVESTING IN FUTURE LEADERS

The Skyhawks' presence in local schools went beyond a single visit; it was a sustained commitment to academic success and personal resilience on the Southside.



Book Drive & Storytime x Ken Nugent

A month-long book drive culminated in a special Storytime event where every student received new books. This effort is part of **Attorney Ken Nugent's "Score for Schools" initiative**, donating \$1 per Skyhawks point (up to \$6,000) to support West Clayton Elementary and the Colli's Classroom program.

Kids Day presented by Planet Fitness

Partnering with Planet Fitness, the Skyhawks spotlighted the Boys & Girls Club of Metro Atlanta (BGCMA) with custom themed jerseys and in-game programming, celebrating BGCMA youth as the future leaders of the Southside.

Youth Empowerment Day at West Clayton Elementary

Skyhawks players and coaches led classroom and on-court sessions on leadership and goal-setting, reinforcing the powerful message that Southside youth belong in every room they enter.

Education Day presented by CareSource

This large-scale matinee transformed the arena into a classroom for students across Metro Atlanta. By integrating lessons on sports careers, health, and wellness with live action, the Skyhawks reinforced college-and-career readiness through an immersive field trip experience.

CULTURE & COMMUNITY

CELEBRATING THE SOUTHSIDE

The Skyhawks used their platform to amplify the rich history and grassroots organizations that defined Atlanta's culture.

Celebrating Black History Game presented by the YMCA of Metro Atlanta:

This sold-out celebration honored local Black leaders and used the arena as a platform for curated storytelling that highlighted the rich history and culture of the Southside. The Skyhawks took the court in themed jerseys that paid homage to the 1970s, specifically celebrating the legacy of the iconic Cascade Skating Rink. Every detail was intentional—the "Skyhawks" script font was drawn directly from the Rink's own signage, while the color palette was inspired by the music, fashion, and vibrant trends of 1970s Black culture. The experience extended beyond the game with a halftime spoken word poem dedicated to Cascade and the YMCA, followed by a high-energy roller-skating performance from the Cascade Dream Team and ATL Game Time. Even the broadcast on Peachtree Sports Network reflected this commitment to the next generation, featuring two Morehouse College students in key roles as sideline reporter and color analyst.



College Park Skyhawks and Georgia Natural Gas® Highlight Bearings Bike Works:

Together with Georgia Natural Gas, the College Park Skyhawks celebrated Bearings Bike Works, a local youth development organization that teaches young people to build and repair bikes—instilling practical skills, confidence, and the joy and independence that come from riding. Across two games in March, fans engaged with Bearings' mission firsthand through the high-energy "Cone Crusher Clinic," where youth practiced biking skills and received special giveaways. A custom theme jersey and dedicated in-game broadcast spotlight further elevated Bearings' work, driving awareness and support for the organization. This activation demonstrated how a G League franchise can use its platform to uplift grassroots partners who are creating real, lasting change for Atlanta's youth.

Deepening the Connection: Clint Capela at Bearings Bike Works

Building on the momentum of the theme nights, former Atlanta Hawks center Clint Capela visited Bearings Bike Works in April 2025 to see their mission in action. Made possible by Georgia Natural Gas®, the visit allowed Clint to engage directly with urban youth as they developed life skills through bike-centric programming. During the event, Clint participated in a fireside chat hosted by a Bearings mechanic and cheered on students as they competed in high-energy Bike-Building Challenge races. The experience concluded with a facility tour led by Bearings youth staff, reinforcing the Skyhawks' and Hawks' shared commitment to showing up for the grassroots organizations that empower the next generation of Atlanta's leaders.

BASKETBALL PROGRAMS

GROWING THE GAME

On and off the court, the College Park Skyhawks used basketball as a bridge to connect with young people, coaches, and schools across the Southside. Through girls clinics, PE takeovers, and coaches clinics, the Skyhawks impacted over 800 coaches and more than 30,000 youth creating moments where students could learn the game, build confidence, and see themselves reflected in the sport.



800 COACHES IMPACTED



30,000 YOUTH IMPACTED



The Girls and Women in Sports Day Girls Basketball Clinic

Focused on empowering girls through skill development, mentorship, and representation—making sure girls on the Southside see a place for themselves in basketball.

PE Takeovers at West Clayton and North Clayton

Turned regular PE classes into high-energy sessions led by Skyhawks staff and Colli, emphasizing movement, teamwork, and fun for students in their own school gyms.



Coaches Clinics (with the Atlanta Hawks)

Brought together high school and youth coaches for on-court and classroom sessions on player development, practice planning, and culture-building—multiplying our impact by investing in the leaders who shape young athletes every day.



COLLI'S CLASSROOM

A PROMISE OF PRESENCE

As part of the **Colli's Classroom "Adopt a School"** initiative, the College Park Skyhawks are now in their third year of working alongside West Clayton Elementary School. This relationship is focused on making a lasting impact on more than 500 students and staff through multiple touchpoints each school year.

500 STUDENTS AND STAFF IMPACTED

In 2025, Colli's Classroom at West Clayton included PE-focused basketball clinics, service projects, reading days, book fairs, a Skyhawks Career Expo, holiday-themed activities, and more. In addition, Aaron's Furniture created opportunities for the Skyhawks to show appreciation to West Clayton educators by offering the **Aaron's A+ Experience**, which included courtside seat upgrades for ten teachers attending Skyhawks games. Each activation was designed to provide resources, support, and engagement opportunities that foster educational growth, personal development, and community involvement.

Through this consistent presence, the Skyhawks continue to build meaningful relationships with West Clayton students, faculty, and staff supporting their success both in and out of the classroom.



THE PATH TO ONE MILLION

A PROMISE IN PRACTICE

Across every pillar and every program, one truth remains constant: the Hawks show up.

We show up in recreation centers and school gyms, at libraries and senior homes, in small businesses and neighborhood streets. We show up for deeply personal moments, when a child needs joy, when a family needs support, when a community needs to feel seen.

Reaching one million youth by 2029 is more than a finish line; it is a responsibility, a commitment the entire organization carries alongside its corporate partners, nonprofit leaders, players, employees, and, most importantly, the young people and families who trust the Atlanta Hawks to be present, consistent, and real.

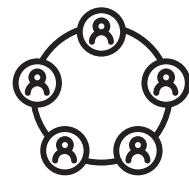


THIS IS THE WORK.

THIS IS THE PROMISE.

**AND THIS IS HOW THE
COMMUNITY MOVES
FORWARD, TOGETHER.**

THANK YOU TO OUR COMMUNITY PARTNERS



For the Atlanta Hawks and State Farm Arena, Full-Court Impact is not something we do alone. It is made possible through deep, trusted partnerships with organizations who show up for Atlanta every day, often long before the lights turn on and long after the crowds leave.

While we collaborate with hundreds of schools, non-profits, and community organizations across Metro Atlanta, we want to extend our deepest gratitude to the partners whose relationships have grown stronger over time. These organizations are more than collaborators, they are co-builders in the work of advancing dignity, access, and opportunity across our city.

We are grateful for your leadership, your trust, and your unwavering commitment to the communities you serve. Together, we continue to turn shared values into lasting impact.

COMMUNITY PARTNERS

Atlanta Community Food Bank

Atlanta Mission

Atlanta Public Schools

BlazeSports America

Boys & Girls Club of Georgia

City of Atlanta Parks & Recreation

**Georgia Recreation and
Parks Association**

Good Sports

GRPA

HOPE Atlanta

KultureCity

Latin American Association

Meals on Wheels Atlanta

Park Pride

Prostate Cancer Foundation

R.I.C.E.

Special Olympics

The Boyce L. Ansley School

Trees Atlanta

U.S. Department of Veterans Affairs

U.S. Hunger

Vision To Learn

West Clayton Elementary

YMCA of Metro Atlanta

THANK YOU TO OUR GLOBAL PARTNERS

Full-Court Impact is also fueled by the Hawks' global partners, whose investment, volunteerism, and shared purpose help bring this work to life at scale. Through funding, in-kind support, and hands-on engagement, these partners extend what is possible, expanding access, deepening impact, and helping us meet communities with consistency and care. Their belief in equity, opportunity, and long-term change strengthens every pillar of our work.

To our global partners: thank you for standing with us, trusting the vision, and committing to Atlanta as more than a market, but as a community. Your partnership helps ensure this work is both impactful and enduring.

Aaron's



CareSource

CHASE

CrownRoyal



Georgia Power



GEORGIA'S OWN
CREDIT UNION

globalpayments

Google

Heineken

Hennessy

Honeywell



KUMHO
TIRE

ManageEngine

Novelis

paze

PAPA JOHNS



State Farm

ticketmaster



verizon





2025 COMMUNITY IMPACT REPORT