BOSTON CELTICS
SHAMROCK
FOUNDATION

IMPACT REPORT

2026










WELCOME TO






xfinity





MISSION

Extend the reach of the Celtics championship legacy into the New England community through initiatives that benefit families and children in need.

WHAT WE DO?

- Collaborate with non profits to provide sustainability, replication or scalability to their existing and effective outreach models or simply augment them with the power, appeal and popularity of the Boston Celtics
- Uplift spirits and provide motivation for those going through challenging times
- Support non profit organizations with financial and in-kind contributions

WHERE DO WE DO IT?

In New England and mainly across 6 pillars

- Education
- Health
- Economic Opportunity
- Juvenile Second-Chance
- Building Bridges Between Communities (inclusion)
- Civic Engagement

A YEAR OF IMPACT

In the 2025–26 season, the Boston Celtics Shamrock Foundation and its partners channeled record resources into New England communities — funding direct services, in-kind support, and hands-on programming for kids and families.

$7.46M
TOTAL COMMUNITY INVESTMENT

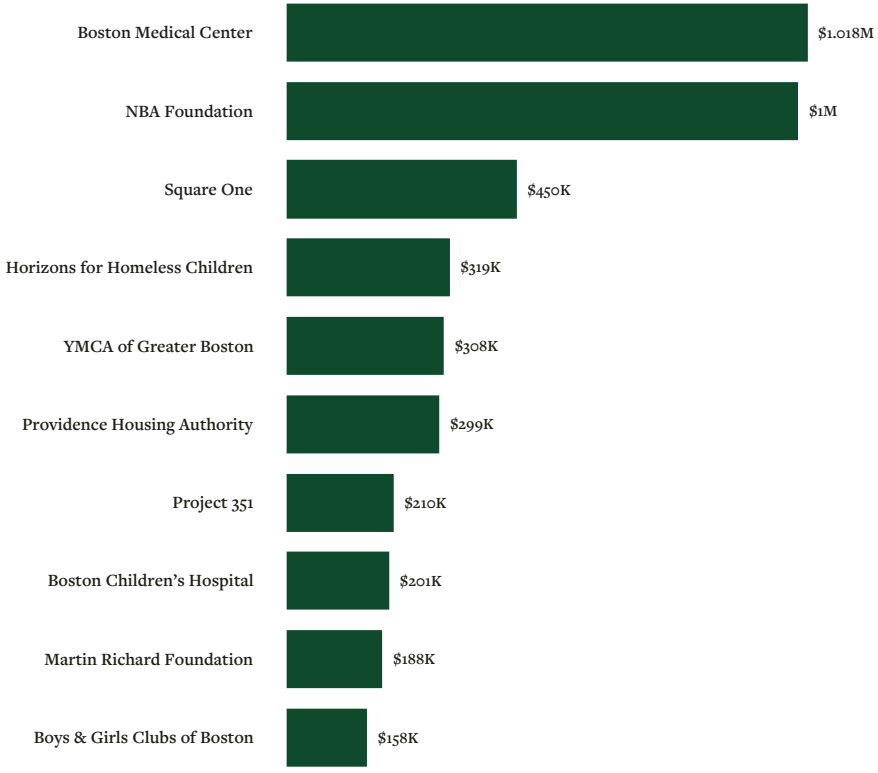
~500
UNIQUE BENEFICIARY ORGANIZATIONS

34
ACTIVE COMMUNITY PROGRAMS

ALL
NEW ENGLAND STATES IMPACTED

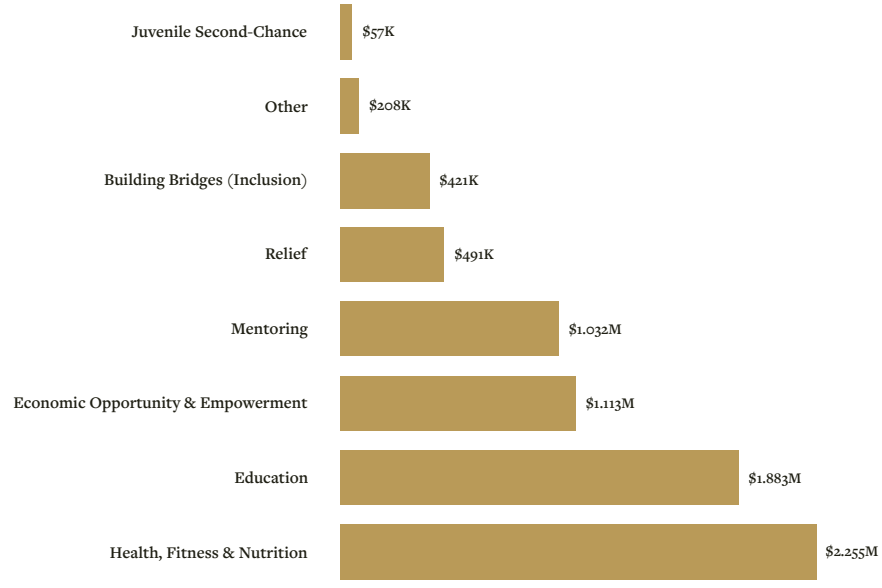
TOP 10 BENEFICIARIES

Organizations receiving the largest direct investment from the Foundation this year (cumulative value).



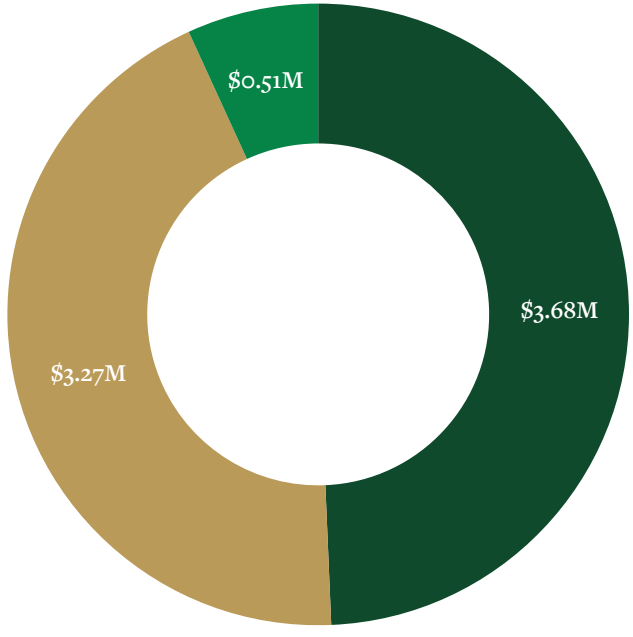
INVESTMENT BY CAUSE

Where Foundation dollars were directed, by focus area.



INVESTMENT BY TYPE

How the Foundation's $7.46M in community investment was delivered.

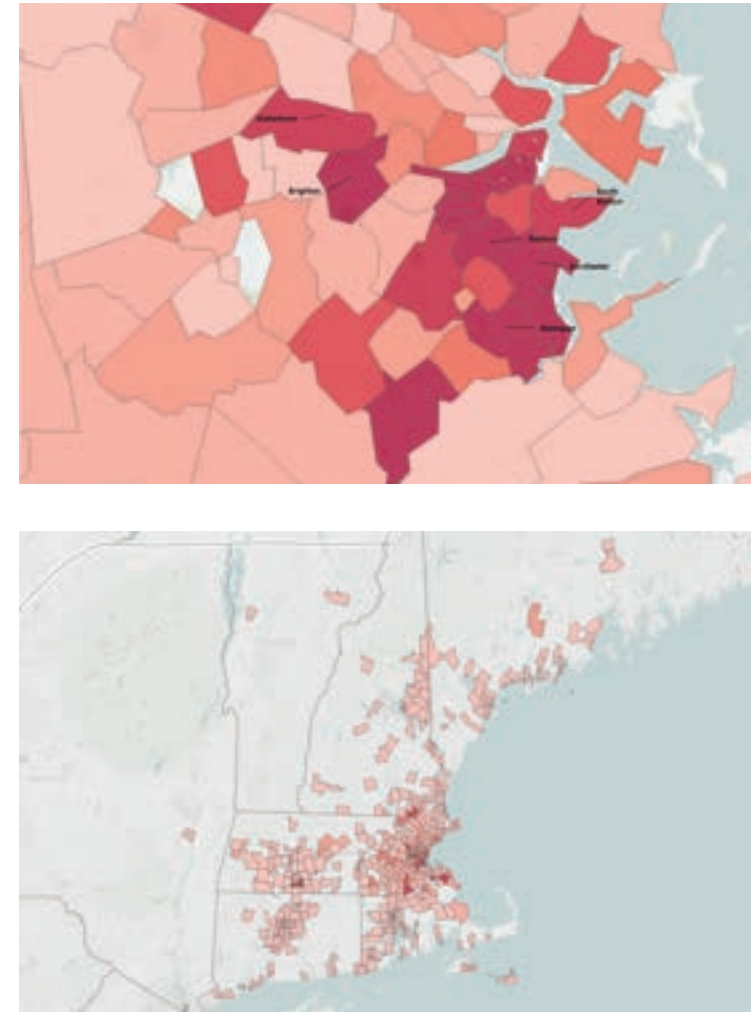


■ Financial Contributions ■ Programmatic Outreach ■ In-Kind Support

Financial Contributions	$3.68M
Programmatic Outreach	$3.27M
In-Kind Support	$510K

INVESTMENT HEAT MAP

Foundation investment reached communities across Greater Boston and New England. Darker shading indicates a higher concentration of investment.





LUCKY HEIGHTS

A new early education home for the children of Manton Heights, Providence.

BUILDING A FOUNDATION FOR MANTON HEIGHTS

The Boston Celtics Shamrock Foundation, in partnership with the Amica Companies Foundation and the Providence Housing Authority, is developing a brand-new early education center inside the Manton Heights public housing community in Providence, Rhode Island.

The $4 million, three-classroom facility — operated by the YMCA of Greater Providence — will provide 42 seats for infants, toddlers, and preschoolers ages 18 months to 5 years, including 4,000 square feet of indoor learning space and a 2,200-square-foot outdoor play area. It is purpose-built for the students of Lucky Heights Early Education Center.

42	$4M	6,200
CHILD CARE SEATS CREATED	TOTAL PROJECT INVESTMENT	SQ. FT. OF NEW LEARNING SPACE

> "I'm a firm believer that every kid deserves the opportunity, the resources, and have access to early education."
>
> **— JAYSON TATUM**



CLOSING THE EARLY EDUCATION GAP

Early education access is deeply unequal across New England — and Manton Heights faces some of the starkest disparities in Rhode Island.

$20,955	AVERAGE ANNUAL HOUSEHOLD INCOME IN MANTON HEIGHTS
$15,000	AVERAGE YEARLY COST OF CHILD CARE IN RHODE ISLAND – ROUGHLY 72% OF A MANTON HEIGHTS HOUSEHOLD'S INCOME
1 IN 3	RHODE ISLAND CHILDREN UNDER 6 HAVE ACCESS TO A LICENSED CHILD CARE SEAT – ONE OF THE LOWEST RATES IN NEW ENGLAND
47%	OF RHODE ISLAND RESIDENTS LIVE IN A "CHILD CARE DESERT"
$12	SOCIETAL SAVINGS IN DOWNSTREAM INTERVENTION SERVICES FOR EVERY $1 INVESTED INTO EARLY EDUCATION

Research consistently shows that high-quality early education is one of the most effective tools in breaking the multi-generational cycle of poverty. Access improves kindergarten readiness, boosts high school graduation and college attendance, and generates significant long-term economic returns — while gaps left unaddressed in the earliest years tend to persist throughout a child's schooling and into adulthood.

PROJECT TIMELINE



OCTOBER 5, 2023

Announcement at Tip-Off Gala

Celtics, Amica, and Providence Housing Authority unveil plans for the Manton Heights Early Education Center.



AUGUST 7, 2025

Groundbreaking Event at Manton Heights

Community celebration marks the official start of the project.



FEBRUARY 2026

Construction Begins

Renovation of classrooms, indoor learning space, and the outdoor play area is underway. Construction services provided by Maron Construction and architectural services provided by Arketekcher.

FALL 2026

Grand Opening

Doors open to the first cohort of 42 children from Manton Heights and Providence Housing neighborhoods.

LUCKY HEIGHTS
Early Education Center

BOSTON CELTICS SHAMROCK FOUNDATION | Amica | Providence pha Housing Authority

FROM GROUNDBREAKING TO GRAND OPENING







> "The wins might go away, the sport might even go away, but that [school] is not going away."
>
> **— JOE MAZZULLA**



CURBSIDE CARE

A mobile maternal health clinic meeting Boston families right at their doorstep.

HEALTH EQUITY, DELIVERED AT THE DOOR

Curbside Care is a health equity partnership between Boston Medical Center, the Boston Celtics Shamrock Foundation and Tufts Health Plan. At its core it is a mobile care unit that delivers comprehensive, high-touch care to mothers and infants during the critical first six weeks of life — right outside their front door.

By removing the biggest barriers to postpartum care — transportation, child care, and fragmented follow-up — Curbside Care improves outcomes for mothers and babies and works to disrupt cycles of generational health inequity across Boston.

WHAT'S ON BOARD

- A nurse practitioner and certified nurse midwife
- A lactation counselor and community wellness advocate
- Feeding assessments, lactation support & blood pressure screening
- Food, diapers, thermometers, and breast pumps provided on-site



CLOSING BOSTON'S MATERNAL HEALTH GAP

Black and Hispanic mothers in Massachusetts face measurably worse maternal and infant health outcomes — and less access to the postpartum care that can change that.

1.9x MORE LIKELY FOR BLACK MOTHERS IN MASSACHUSETTS TO DIE DURING PREGNANCY OR WITHIN ONE YEAR POSTPARTUM VS. WHITE MOTHERS

2.5x HIGHER RATE OF SEVERE MATERNAL MORBIDITY FOR BLACK NON-HISPANIC BIRTHING PEOPLE IN MASSACHUSETTS VS. WHITE NON-HISPANIC

9.7 INFANT DEATHS PER 1,000 BIRTHS AMONG BLACK INFANTS IN BOSTON – MORE THAN 3x THE RATE FOR WHITE INFANTS

13.8% PRETERM BIRTH RATE FOR BLACK MOTHERS IN BOSTON, NEARLY DOUBLE THE RATE FOR WHITE MOTHERS



CARE THAT SHOWS UP

Since launch, Curbside Care has delivered consistent, high-touch care — and patients are showing up for it.

400	3.3	98%	15%+
TOTAL PATIENTS SERVED	AVERAGE NUMBER OF VISITS PER PATIENT	CURBSIDE CARE APPT. ATTENDANCE RATE	TYPICAL IN-CLINIC NO-SHOW RATE



"When my wife was pregnant I got to see and hear about the different care that is required. Curbside Care gives families in need a critical resource. It has been great to be a part of it for many years now."

— DERRICK WHITE

BRINGING CARE TO BOSTON'S NEIGHBORHOODS

The Curbside Care unit travels directly into the neighborhoods it serves across Boston.



The Curbside Care mobile unit delivers the same suite of services mothers and babies would receive in a traditional clinic:

- Newborn care
- Blood pressure screening and monitoring
- Counseling and provision of contraception, including long-acting reversible contraception services
- Counseling on preconception health and birth spacing
- Chronic disease management and referral
- Haitian-Creole and Spanish speaking translators
- Streamlined connection to primary care and behavioral health services
- Financial planning services



THE PLAYBOOK INITIATIVE

Turning bystanders into upstanders — one middle schooler at a time.

A GAME PLAN AGAINST BIAS & DISCRIMINATION

The Playbook Initiative is an anti-discrimination, bias-prevention, and social justice program created by the Boston Celtics Shamrock Foundation in partnership with Project 351 and New Balance. Inspired by the off-court legacy of the 2016–17 Boston Celtics, the program uses the unifying power of sport to equip middle and high school students with tools to address discrimination, hate speech, and bias.

By treating social intervention like an athletic game plan, Playbook transforms bystanders into active "upstanders" empowered to build safe, inclusive school environments.

> "If athletes prepare for game situations by practicing plays, students can prepare for real-world social situations by studying intervention strategies."

FIVE CORE AREAS OF FOCUS

- RACE & ETHNICITY
- GENDER & IDENTITY
- RELIGION & CULTURE
- DISABILITY & INCLUSION
- SEXUAL ORIENTATION

High school trainers lead middle school cohorts through student-authored scenario workshops, walking students through real-world microaggressions and bullying scenarios and teaching actionable intervention strategies — direct disruption, peer support, and reporting — to de-escalate harm safely.

NEARLY A DECADE OF UPSTANDERS

8,008	984	40+	20+
STUDENTS REACHED SINCE 2019	STUDENTS EMPOWERED IN THE 2025-26 CYCLE ALONE	HIGH SCHOOL TRAINERS TRAINED ANNUALLY	MA COMMUNITIES CURRENTLY PARTICIPATING

Independent research on peer-led bystander programs backs the model: up to 80% of students report witnessing bullying, but historically only 20–30% intervene. Trained bystander programs measurably increase intervention rates and improve outcomes for the students who witness bullying, not just those targeted by it.





A DECADE OF EXPANSION

2016-17

Conceived by players and leaders of the 2016–17 Boston Celtics to address discrimination and hate speech through student scenario playbooks.

2017-18

Pilot launch in Lawrence & North Andover, establishing the urban-suburban paired-school model.

2018-21

Evolved into a peer-led model, with trained Project 351 high school alumni serving as workshop facilitators.

2022-23

New Balance joins as presenting partner; program scales to 20+ Massachusetts communities.

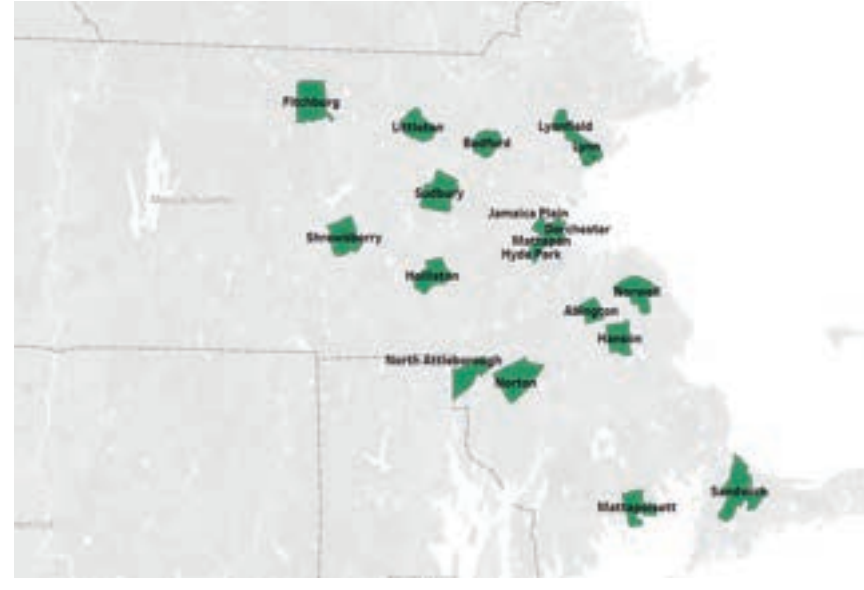
2024-25

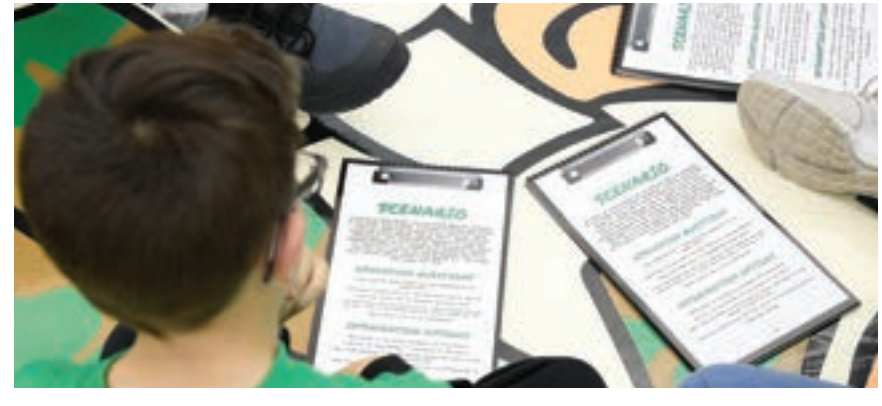
Expands into Maine with the Maine Celtics, reaching Portland and South Portland school districts.

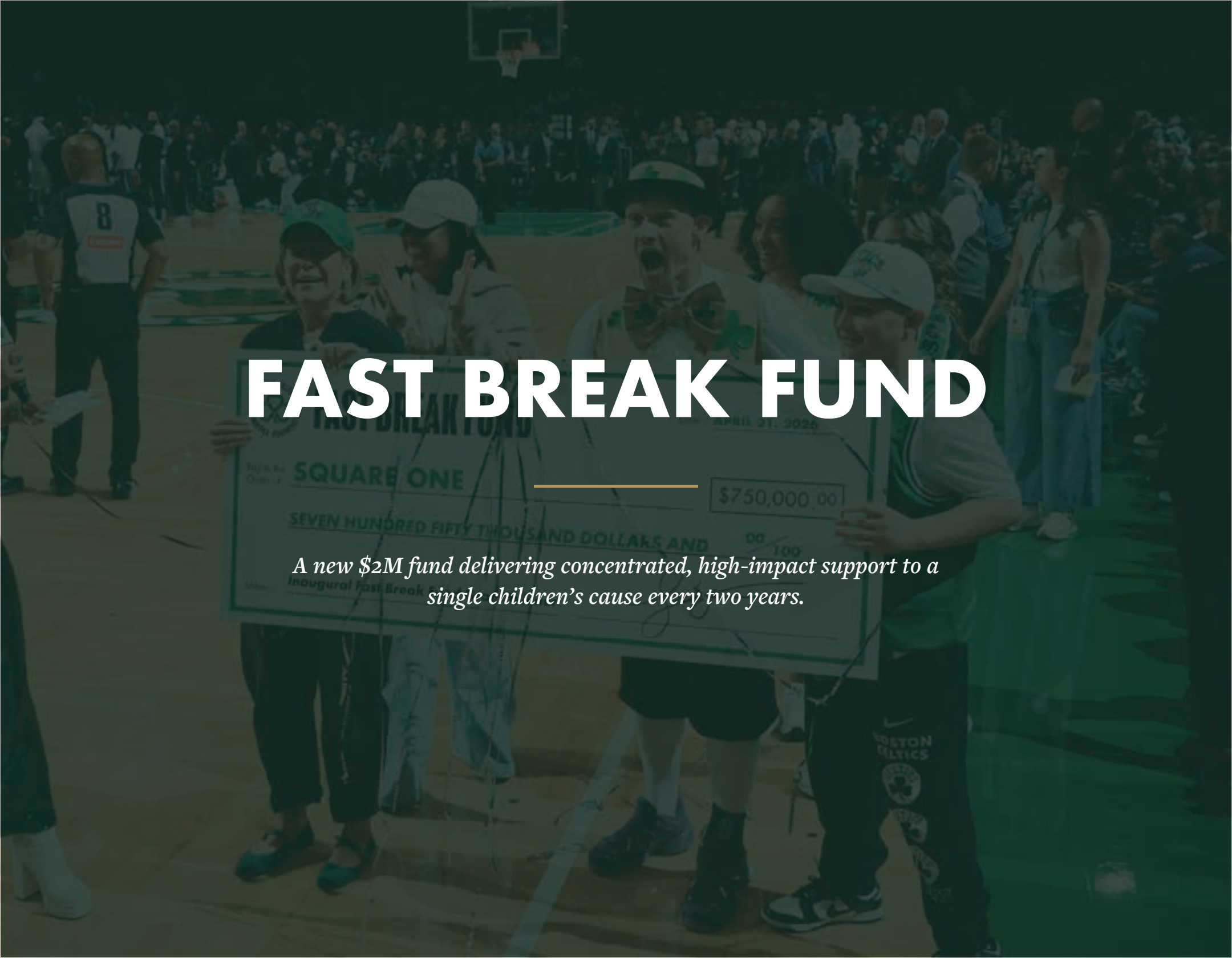
2025-26

Adds 7 new urban schools across Dorchester, Fitchburg, Lynn, Lowell, Mattapan, and Worcester.

COMMUNITIES ENGAGED ACROSS MASSACHUSETTS







FAST BREAK FUND

A new $2M fund delivering concentrated, high-impact support to a single children's cause every two years.

THE FOUNDATION'S THIRD FUND

With a renewed, expanded commitment from the Celtics investor group, the Shamrock Foundation launched its third fund: the Fast Break Fund. Driven by the same collaboration, urgency, and focus that defines Celtics basketball, the Fund channels a $2M wave of impact toward a single children's cause area every two years — attacking issues with scale, focus, and measurable results.

The Fast Break Fund arrives after more than two decades of Shamrock Foundation evolution and 75 years of social impact from the Boston Celtics — a new, fast-moving vehicle for the Foundation's next chapter.

HOW THE $6M IN ACTIVE FUNDS BREAKS DOWN

$2M

General Fund

Supports fundraising events for mission-aligned nonprofits, miscellaneous projects, and Foundation operations.

$2M

Celtics United for Social Justice

Grant funding that creates sustainability, replication, or scale for nonprofit solutions addressing systemic inequities.

$2M

Fast Break Fund

Concentrated, high-impact funding to a single children's cause area every two years, incubating the Shamrock Foundation's "next best impact program"

FROM NOMINATION TO IMPACT

A new committee of Celtics and New England stakeholders guides the effort for the first two years, hand-selecting 11 non-profit organizations to apply for Fast Break funding.

- ABCD Headstart
- Bridge Over Troubled Waters
- Franklin Cummings Institute
- Hale Education
- Horizons for Homeless Children
- Kipp Academy Lynn Collegiate
- Match Charter Public School
- Phoenix Charter Academy Network
- Square One
- Steppingstone Foundation
- Urban Achievers

2025-26 COMMITTEE

Charlie & Lauren Baker · Jaylen & Mechalle Brown · Bill & Kimberly Chisholm · Allison Feaster & Sarah Strong · Ian & Izzy Loring · Joe & Camai Mazzulla · Matthew & Shahrzad Slater · Brad & Tracy Stevens · Jayson Tatum & Family · Derrick & Hannah White

THE FIRST FAST BREAK: $2M FOR AT-RISK YOUTH

For its inaugural cycle, the committee selected Education as the Fast Break Fund's focus area. Eleven education-oriented nonprofit organizations serving at-risk youth across Massachusetts were identified, and two winners were surprised with their grants live at a Celtics game on April 21, 2026.

11
NONPROFITS IDENTIFIED ACROSS MASSACHUSETTS

$1.28M
AWARDED TO THIS CYCLE'S TWO GRAND WINNERS

SQUARE ONE
Springfield, MA
$750,000
Will expand operation by 7 classrooms and deploy a clinical team to help early learners overcome the trauma they've experienced.

HORIZONS FOR HOMELESS CHILDREN
Roxbury, MA
$530,000
Will pilot a custom STEM curriculum into a national model.

CELEBRATING OUR FIRST WINNERS

Square One and Horizons for Homeless Children were surprised with their grants courtside at a Celtics home playoff game.





"This next chapter elevates the Shamrock Foundation's reach and continues its pursuit of impact in the world of professional sports philanthropy — a fast break to impact, delivered in an intentional, highly focused way."

COMMUNITY PROGRAMS AT A GLANCE

OUR FULL PROGRAM SLATE



SEASON OF GIVING

Providing a lifetime of holiday memories to kids in need.



RAISE THE AGE

Advocating for passage of legislation to reduce recidivism by 34%.



BALL KID PROGRAM

Getting young people in the game to assist the team with pregame warmups.



CELTICS CAREER DAY

Supported by Bentley University

Fostering impactful opportunities for students from underrepresented communities in Boston.



HOSPITAL VISITS

Spreading joy to pediatric patients at local hospitals.



CHUCK COOPER FELLOWSHIP

Providing training and experience to the next generation of sports and social justice leaders.



COMMUNITY CREW

Supported by TD Bank

Mobilizing volunteers to deliver support to underserved communities.



SURPRISE & DELIGHTS

Supported by Xfinity

Spreading holiday cheer to kids from surrounding communities with an exclusive Celtics experience.



CURBSIDE CARE

Supported by Tufts Health Plan

A life-saving mobile maternal health clinic providing mother-infant dyadic care right at their doorstep.



LUCKY HEIGHTS & GAME CHANGER GRANTS

Supported by Amica

Increasing access to early education for low-income families.



FIT FOR A CAUSE

Supported by Boston Scientific

Renovating live, learn, and play spaces.



FIT TO WIN

Supported by Sun Life Financial

Combating childhood obesity through physical fitness and nutrition programs across New England.



GIVING TUESDAY
Supporting and partnering with local nonprofits on a globally recognized day of giving.



DUNKIN' DROPS & GYM RENOVATIONS
Supported by Dunkin'
Recognizing the achievements of local student athletes and improving the spaces they use to compete.



MAKE-A-WISH EXPERIENCES
Granting wishes for kids enduring challenging medical circumstances.



MATERNAL WELLNESS
Supported by Evenflo
Championing the health of mothers, babies, and families - providing critical care, resources, and support for healthy beginnings.



HEROES AMONG US
Supported by IBEW Local 103
Recognizing individuals who have made an overwhelming impact on the lives of others.



IN-KIND DONATIONS
Deploying autographed memorabilia to generate additional funding for local nonprofits.



MOBILE FOOD PANTRY
Supported by PIMCO
Bringing nourishment and hope to communities in need, delivering fresh food and essential resources directly to families.



PLAYBOOK INITIATIVE
Supported by New Balance
Equipping students with tools to combat bias and discrimination in their community.



JR. CLTX ACADEMY
Supported by Modulate
Educating youth scholars about the opportunities in and around STEAM, gaming, and esports.



JR. CELTICS PATH TO PAINT
Supported by New Balance
Making basketball more accessible for lower-income youth by restoring courts in neighborhoods where we live and play.



FAST BREAK FUND
Strategic grant funding with focus.



THE HBCU EXPERIENCE
Increasing awareness of HBCU history, culture, and higher education among local high school students.

BOSTON CELTICS SHAMROCK FOUNDATION

FUNDRAISING EFFORTS



GREEN RUNS DEEP MARATHON TEAM

Supported by New Balance

The Boston Celtics Shamrock Foundation is privileged to be an official charity of the Boston Athletic Association.



BOSTON CELTICS SHAMROCK FOUNDATION GALA

Supported by Blitzy

Tipping off the season by celebrating the previous year's impact in the community and raising the funds to do it again.



TEEING UP FOR KIDS GOLF TOURNAMENT

Supported by Reliaquest

Hitting the links with the Shamrock Foundation for a full day of golf and fundraising for kids.



BOSTON CELTICS SHAMROCK FOUNDATION 50/50 RAFFLE

The best fans in the NBA donating to support kids and a shot at winning the jackpot.


BOSTON


FIT to WIN


CELTICS


MONOPOLY






Cares


xfinity
xfinity

HOW TO GET INVOLVED

There are multiple ways to get involved with the Boston Celtics Shamrock Foundation

DONATE TO THE CAUSE

Your generous gift made today will directly support the causes and goals of the Boston Celtics Shamrock Foundation. The Boston Celtics Shamrock Foundation is a 501(c)(3) non-profit organization, and its Federal Tax Identification Number is 04-3174933. All donations made to the Boston Celtics Shamrock Foundation are tax-deductible to the extent allowed by law. *www.celtics.com/donate.*

PARTICIPATE IN A DEVELOPMENT INITIATIVE

To get access to the ball kid program, marathon team, golf tournament or any development initiatives of the foundation contact the community engagement team at *shamrock@celtics.com.*

APPLY FOR SUPPORT

The Boston Celtics Shamrock Foundation is proud to support the New England community through its giving program. Don't forget to check the shot clock! Applications should be submitted at least six (6) weeks ahead of the requested fulfillment date. *www.celtics.com/donationrequests.*

TAKE PART IN A CORPORATE PARTNERSHIP

Corporate support of the Boston Celtics Shamrock Foundation's community work is critical to our success. To offer an in-kind gift or learn more about a brand-aligned partnership, please email the Corporate Partnership Sales team at *cpsales@celtics.com.*

THANK YOU

To our players, coaches, staff, corporate partners, donors, season-ticket members, fans and supporters— thank you for fueling another year of impact. Every seat funded, every meal delivered, and every student empowered is a testament to what this community can do together.


BOSTON CELTICS
SHAMROCK FOUNDATION