2024-25 DALLAS MAVERICKS

# IMPACT REPORT









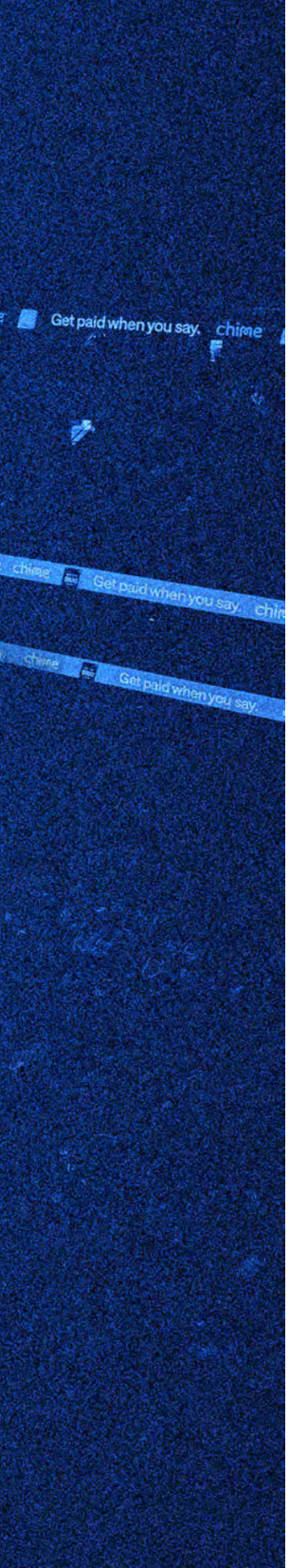








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**Mavs Family,**

It is with great pride that we share the Dallas Mavericks' 2024–25 Community Impact Report, which highlights the many ways our organization continues to serve the people of North Texas and beyond.

This past year, the Mavericks and Mavs Foundation invested more than $4 million and impacted more than 150,000 individuals through grants, learn and play spaces, community programs, charitable donations and volunteerism.

Each season brings thrilling wins and tough losses, but through it all, our commitment never wavers: to ensure the Mavericks are not only leaders in the NBA, but leaders in our community.

As we celebrate the 45th anniversary of the Mavericks, we are proud to continue the legacy of community investment that began in 1980 with our team co-founders, Norm Sonju and Donald Carter; was elevated through the leadership of Cynt Marshall; and is a commitment we embrace into the future.

At the heart of this work is collaboration. None of it would be possible without the dedicated nonprofits uplifting our neighbors, the fans who support our efforts, and the Mavericks family—leadership, staff, and players—who give their time, talent, and resources so generously.

Together, we are building a stronger community. And together, we will continue to make an impact that reaches far beyond the game.

With gratitude,

**Patrick Dumont**
Governor

**Rick Welts**
CEO

**Ethan Casson**
President

# MAVS BY THE NUMBERS

**$70,000**
FUNDING INVESTED INTO ENTREPENUERS



**500,000+**
MINUTES READ IN MAVS READING CHALLENGE



**30+**
YEARS OF MAVS ACADEMY PROGRAMMING

**8,465+**
INDIVIDUALS IMPACTED THROUGH MAVS FOUNDATION EFFORTS

**100**
HOURS VOLUNTEERED ALONGSIDE MILITARY MEMBERS

**6**
WISHES GRANTED

**5**
NEW LEARN AND PLAY SPACES

**44**
HOME GAMES HOSTED WHERE RECYLING IS ENCOURAGED AND SUPPORTED




**12**
MILES OF HIGHWAY CLEANUP



**300**
THANKSGIVING MEALS DISTRIBUTED TO FAMILIES IN NEED

**12,000**
SCHOOL SUPPLY ITEMS DONATED





**5,000+**
DONATED MAVS TICKETS TO VETERANS

**38,864**

TOTAL PEOPLE IMPACTED BY SOCIAL JUSTICE & RACIAL EQUITY INITIATIVES

**$1,116,500**

AWARDED IN GRANTS

**2,000**

HOURS VOLUNTEERED BY STAFF




**4**

SEASON OF GIVING HOLIDAY EVENTS WITH

**18**

PARTICIPATING PLAYERS

**145** MAVS ACADEMY EVENTS

**814**

POUNDS OF RECYCLED TEXTILES FROM MAVS OFFICE CLEANOUT

**200+**

HIGH SCHOOL GRADUATES CELEBRATED







**38,500**

TOTAL MAVS ACADEMY PARTICIPANTS

**150** ACTIVE & RETIRED MILITARY MEMBERS HONORED

**75**

SOCIAL JUSTICE & RACIAL EQUITY PROGRAMS & INITIATIVES

**1,149,426**

VOTERS REACHED




**250**

YOUTH PARTICIPANTS IN MONTERREY, MEXICO COURT CLINIC



**7** EMPLOYEE RESOURCE GROUPS

**1** BUSINESS NETWORK

**175** KIDS RECEIVED DONATED HOLIDAY GIFTS & NECESSITIES

**150**

IMPACTED THROUGH HOSPITAL VISITS

# TABLE OF CONTENTS


EDUCATION . . . . . 7

ENVIRONMENT. . . . . 14

HEALTH & WELLNESS. . . . . 17

MAVS ACADEMY . . . . . 24

SEASON OF GIVING . . . . . 29

MAVS FOUNDATION. . . . . 34

MILITARY & FIRST RESPONDERS . . . . . 40

SOCIAL JUSTICE & RACIAL EQUITY . . . . . 45

INCLUSION & CULTURE . . . . . 50




# EDUCATION

The Dallas Mavericks are dedicated to the education of the next generation as we help today's youths dream big, become leaders and pursue lives filled with promise.












## BACK-TO-SCHOOL

Each summer, Dallas Mavericks entertainers participate in various back-to-school fairs across the DFW Metroplex, from the annual Back to School Festival at For Oak Cliff to the Mayor's Back to School Fair at Fair Park. Students at each fair receive Mavs backpacks, notebooks and school supplies essential to getting the year started.

For the fourth consecutive year, the Mavericks sponsored Adelle Turner Elementary School as part of the Mavs Take ACTION! program. The Mavs ManiAACs, D-Town Crew and mascots, Champ and MavsMan, greeted kids at early morning dropoffs. Former Dallas Mavericks CEO, Cynt Marshall was also on-site, keeping things lively with her dance moves while stuffing team-branded backpacks, and legendary shooting guard Rolando Blackman strapped on a hairnet to lend a hand during breakfast in the cafeteria. Following a special edition of morning announcements that featured a shoutout from Marshall over the school-wide public-address system, students dispersed through the halls and into their classrooms.














## YOUNG WOMEN'S PREPATORY NETWORK (YWPN) GRADUATION CELEBRATION/BARACK OBAMA MALE LEADERSHIP ACADEMY

The Dallas Mavericks and Chime, our official jersey patch sponsor, teamed up to make the Young Women's Prepatory Network seniors' days a little brighter with the help of a graduation celebration. Each of the graduating seniors from the Dallas and Fort Worth campuses received gift packages from the Mavericks. The packages included a laptop computer, $200 from Chime hand delivered by Mavericks CEO, Rick Welts, $225 in gift cards, college gear, special raffle prizes and a book to inspire the girls as they begin their college journeys. Each package was valued at more than $1,300, totalling more than $180,000 donated by the Mavericks and Chime.

As an expansion of the graduation initiative, the Mavericks celebrated the 72 graduates from the Barack Obama Male Leadership Academy who have committed to pursuing secondary education or the U.S. Naval Academy. We celebrated them with a pep rally and donations, including tech hardware, bedding, gift cards and raffle prizes.














## READING CHALLENGE

In an effort to improve literacy throughout North Texas, the Mavericks and Whataburger's Feeding Student Success initiative challenged students in grades K-12 to join the program by reading 20 minutes a day. All participants who logged 20 minutes a day for at least 40 days received the Whataburger Certificate of Completion and a free Whataburger Jr. from participating locations, as well as a Mavs swag bag. The top 20 young Mavs fans who read and logged the most minutes during the Mavs Reading Challenge received two tickets to a Mavs game, and the top reader received a mascot visit, along with Mavs and Whataburger gear.

## SLAM DUNK INTO SUMMER READING

To celebrate summer, the Dallas Mavericks teamed up with the Dallas Education Foundation to present the Slam Dunk Into Summer Reading event. With more than 30,000 fun and engaging books donated to Dallas Independent School District students, this event helped nurture a love of reading and ensure that every child has access to books just in time for summer break.





## DALLAS ISD ADOPTED SCHOOLS

The multi-year Mavs Adopt-a-School program supported the students and teachers at Dallas ISD's Adelle Turner Elementary School, Royce West Leadership Academy and James Madison High School by providing them with resources and encouragement to make the school year more successful than the last.










## BLACK HISTORY MONTH ART CONTEST

To celebrate Black History Month and empower future changemakers, the Dallas Mavericks proudly hosted the 2025 Black History Month Art Contest. Open to students in grades 8–12, the contest invited participants to submit original visual artwork reflecting the values and influence of past and present Black leaders, and to demonstrate how those leaders inspired unity and the pursuit of justice.

Following a thorough review by the Mavericks selection committee, five grand prize winners took an all-expenses-paid educational trip to Washington, D.C. During their visit, students explored historic landmarks, including the National Museum of African American History and Culture and Ford's Theatre. They also participated in a curated tour of the National Mall, highlighting the significance of public art and its role in civic storytelling.

In recognition of their achievements, the Mavericks honored the students on-court during a home game. To culminate the experience, the artwork was publicly exhibited at the African American Museum of Dallas, allowing the community to engage with and celebrate the students' creative contributions.

























## DALLAS AFRICAN AMERICAN MUSEUM VISIT

As part of the Dallas Mavericks' Black History Month initiatives, players Max Christie and Kessler Edwards visited the African American Museum of Dallas with Dallas ISD high school art students.

Together, they explored several exhibits and engaged in meaningful conversations with students, using the experience to highlight the significance of Black history and its continued impact today.




# ENVIRONMENT

The Dallas Mavericks invested in programs and service projects that help protect the planet, reduce single-use plastics and educate the next generation on how to build a more sustainable future.







## ADOPT-A-HIGHWAY

The Mavs participated in the Don't Mess with Texas Adopt-a-Highway program, which cleaned a one-mile stretch monthly, resulting in hundreds of pounds of litter collected over the year.

## BEAUTIFICATION PROJECTS

The Dallas Mavericks' beautification projects, including the new Club Maverick Member Day of Service, revitalize schools, nonprofits, and outdoor spaces through landscaping, court enhancements, and lake cleanups to foster community pride and connection to the outdoors.

## AMERICAN AIRLINES CENTER SUSTAINABILITY EFFORTS

In partnership with the American Airlines Center, the Dallas Mavericks supported the efforts of composting, food donations, recycling initiatives and compostable cup usage.





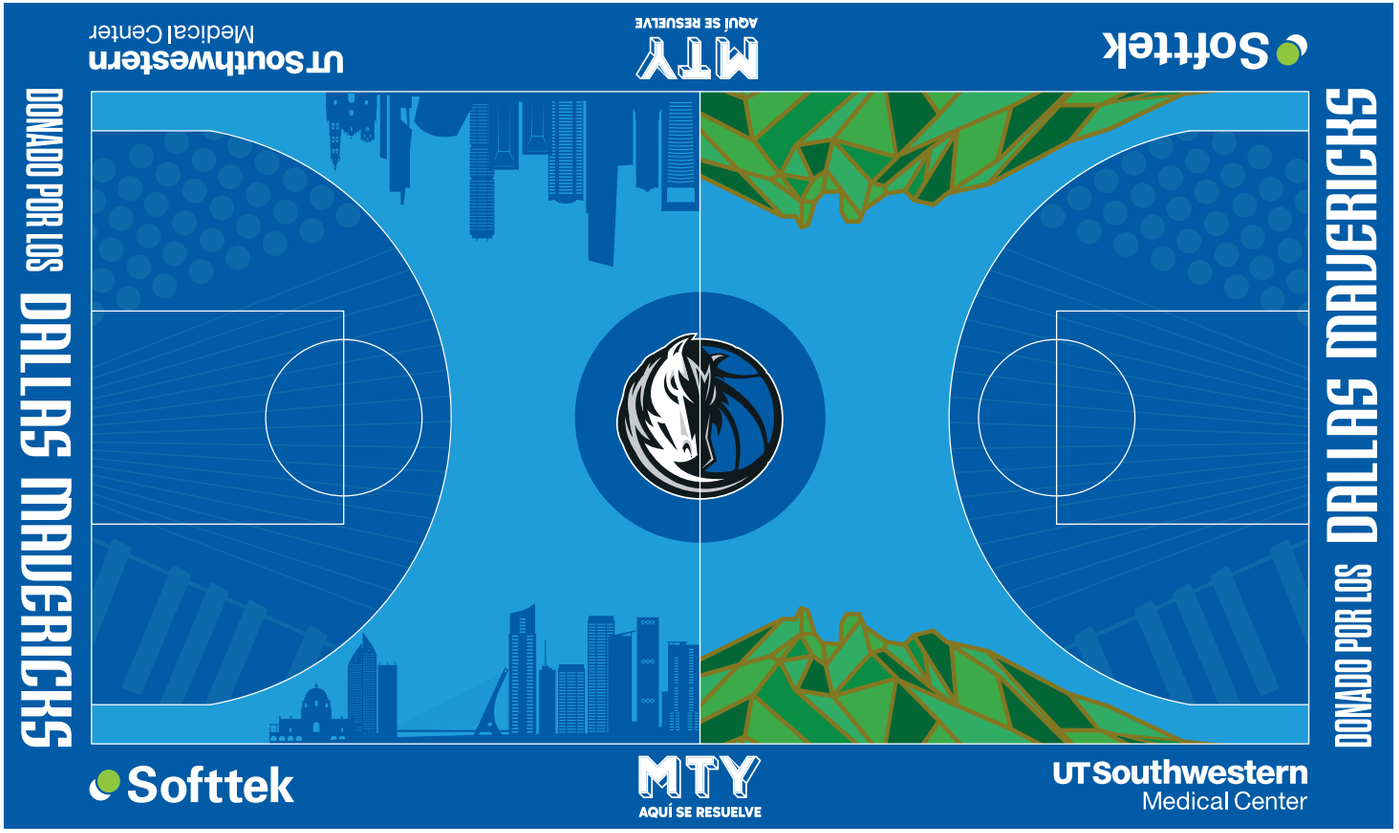



# HEALTH & WELLNESS

The Dallas Mavericks presented programs that encouraged our fans to play and live healthy lifestyles. Throughout the year, we also supported programs that address the basic wellness needs of our community -- hunger, housing and homelessness.

## MONTERREY COURT DEDICATION

The Dallas Mavericks traveled about 600 miles south to Monterrey, Mexico, Dallas' sister city, to unveil two refurbished basketball courts as gifts to the city's MFFLs. For decades, the Mavs and Mavs Foundation have worked to grow the game of basketball through dozens of court donations across North Texas. And, with support from the NBA, the Mavericks are expanding their reach to grow the game globally. Now, with the ribbon officially cut in Mexico, the team has expanded its footprint into three countries with previous court dedications in Slovenia (2022) and Spain (2023).

















*This was my dream, when I was playing with the Mavericks... We want to continue the growth of basketball, specifically with the Dallas Mavericks, throughout the country. Hopefully, this will be the first of many courts across Mexico.*

— **EDUARDO NÁJERA**
MAVERICKS LEGEND

## BREAST HEALTH AWARENESS

The Dallas Mavericks and UT Southwestern Simmons Cancer Center shared breast health resources, celebrating the strength of breast cancer survivors in our community, and remembering the personal connection Dallas Mavericks Dwight Powell and Dereck Lively II have with this disease.

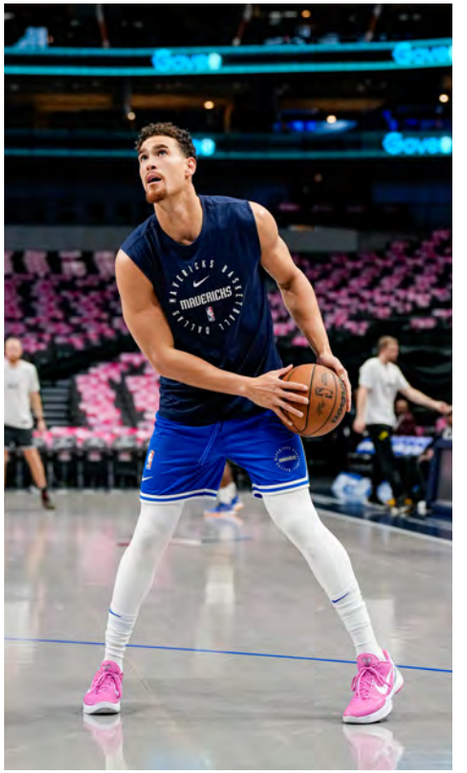
Last October, Mavericks players teamed up with the Kay Yow Cancer Fund, named for Hall of Fame basketball coach Kay Yow, who faced a 22-year battle with breast cancer, to change the narrative around cancers affecting women by educating, empowering and equipping the next generation. The one-hour presentation, part of Kay Yow's EmPOWERment Tour, included an informative presentation and a candid Q&A session with Powell and Lively, who both lost their mothers to breast cancer.






















## MAKE-A-WISH EXPERIENCES

Last season, the Dallas Mavericks helped grant unforgettable wishes. Each Wish Kid had the opportunity to meet the team, get a behind-the-scenes tour of the practice facility, attend a Mavs game and get autographs from their favorite players and exclusive team gear. From alley-oops and high-fives with the players to the thrill of sitting courtside, these nights were full of memories that will last a lifetime.

## WINTER WARM-UP

Throughout the month of January, the Dallas Mavericks hosted the Winter Warm-Up, sponsored by Raising Cane's, during which 800 new and gently used coats were donated by generous MFFLs for Austin Street Center, a local nonprofit providing safe shelter and basic needs for the city's most vulnerable. Mavericks player P.J. Washington Jr. helped deliver the collected items to Austin Street Center, where he helped serve meals, provided by Raising Cane's, to those in need.
















## ANNUAL STAFF DAY OF SERVICE

The Dallas Mavericks staff joined together on Wednesday, Sept. 11 to participate in the National Day of Service. The volunteer efforts of more than 150 Mavs employees, including former Dallas Mavericks CEO Cynt Marshall and former Dallas Maverick, Quentin Grimes, totaled more than 300 hours of community service. During the day, staff collected approximately 200 shelf-stable food items and impacted 1,575 community members.




# MAVS ACADEMY

The Mavs Academy team works year-round to support and promote basketball, health and wellness, and dance throughout North Texas. Among the most comprehensive in the NBA, the Dallas Mavericks' youth programs help develop the skills, confidence, and enthusiasm for the sport in kids of all ages.












## MAVS FALL CLASSIC

Mavs Fall Classic is an annual high school basketball tournament featuring some of the best teams in Texas. In collaboration with Frisco ISD, last year's tournament immersed participating teams in the Mavs Experience with students learning from Mavs executives, current and former players and local leaders.

In addition to Mavs Fall Classic, Mavs Academy hosted a high school showcase, multiple youth tournaments and city hoops tournaments throughout the year.

**MAVS FALL CLASSIC**
BY THE NUMBERS

**80 COACHES**

**1,200 PLAYERS**

**2,900 FANS**

## HOOP CAMPS

Mavs Academy Hoop Camps bring the excitement of the NBA to the community and, after more than 30 years, the program is DFW's most trusted source for basketball camps at all skill levels. Professional Mavs Academy coaches share leadership skills and health tips and encourage student-athletes to have fun while they learn. Campers learn important basketball fundamentals and sportsmanship and enjoy the excitement of the game in a fun atmosphere.

**MAVS ACADEMY HOOP CAMPS**
BY THE NUMBERS

**3,500 ATHLETES**

**90+ COACHES**

**35+ CAMPS**















## GIRLS EMPOWERED BY MAVERICKS (GEM)

Girls Empowered by Mavericks aims to engage, inspire and empower young females (ages 7-18) through continued development and success. Girls learn to value their whole selves, discover and develop their inherent strengths and receive the support they need to navigate the challenges they face. With topics focused on mental health, physical health, financial literacy and STEM opportunities, programs include camps, celebrations, speaker series, workshops, speed networking events and more.

This year's GEM Celebration hosted more than 900 female students from across the state. They had the opportunity to hear from some of the most influential female leaders in the medical, financial and STEM industries, current and former athletes and the 2024 Miss Texas.

GEM all-girls hoop camps empower girls on and off the court by teaching basketball, life skills and wellness in a supportive, confidence-building environment.


GEM




Dance Camp


CHAMP


COMBINE


MAVS ACADEMY
23



# SEASON OF GIVING

Every holiday season, the Dallas Mavericks spread cheer across the DFW Metroplex through programs that impact thousands of children and families in need, giving back with food, gifts and smiles.

## TURKEY GIVEAWAY

The Mavs Turkey Giveaway is part of the Season of Giving, the NBA's and Dallas Mavericks' initiative to brighten the holiday season for thousands of children and families. In 2024, the Mavs Foundation teamed up with Kroger to distribute 300 Thanksgiving meals at the Buckner Humanitarian Aid Center. Each family received a frozen turkey and bags stuffed with canned corn, green beans, pumpkin puree and cranberries, mashed potatoes, yams, mini marshmallows and cake mix with frosting. Mavs players Dereck Lively II, Dwight Powell, Klay Thompson, Maxi Kleber and Quentin Grimes, alongside legends Charlie Villanueva and Raymond Felton, were on-site to help out. This marked the 15th year the Mavs Foundation partnered with Buckner International to provide Thanksgiving dinners to community members in need.
























## HOLIDAY SHOPPING SPREE

The Mavs wrapped up the Season of Giving by partnering with SCHEELS to host a shopping spree for families in need. SCHEELS worked with one of Denton County's largest nonprofits, Christian Community Action (CCA) Lewisville, to select four deserving families to receive $500 store gift cards for each family member. A total of $7,500 in spending money went to the 15 children and parents. Mavs players Dereck Lively II and P.J. Washington Jr. joined Champ, the ManiAACs and D-Town Crew at SCHEELS in The Colony to surprise the recipients and help them shop for everything on their wish lists.

## HOLIDAY HOSPITAL VISITS

On various holidays, Mavericks players, entertainers and partners from ShiftKey visited Children's Health facilities to bring smiles to children and their families. The special visitors brought warm blankets, plushies, gifts, holiday treats, activities and entertainment on Valentine's Day and Halloween and throughout the winter holiday season.

During the Season of Giving, the Mavs mascot Champ, the ManiAACs and D-Town Crew called in a favor from Santa Claus himself to ensure the young patients at Children's Health experienced holiday magic during the team's visit. The Mavs Foundation planned an afternoon of holiday crafting and games and gave each child a stocking overflowing with gifts and plenty of Mavs swag. The Mavs spirit squad also hosted a special holiday game show in Seacrest Studio at Children's Health, which streamed live to patients throughout North Texas.





















## COOKIES WITH SANTA

The entire 2024-25 Dallas Mavericks roster spread holiday cheer once again last year at the annual Cookies with Santa event, partnering with Target to make the holiday season extra special for the children at Vogel Alcove. The players helped the kids with holiday crafts, cookie decorating, and writing letters to Santa. Then, they passed out a pile of presents to the 50 pre-K-aged children at the celebration. During the event, each child unwrapped a big-ticket gift from their wish list and received bags stuffed with even more gifts, donated by Target, to be opened on Christmas Day.




# MAVS FOUNDATION

The Mavs Foundation is dedicated to building a stronger community by empowering youths, women and families in need. Established in October 1996, the Mavs Foundation is a 501(c)(3) private organization affiliated with the Dallas Mavericks. Since its inception, the Foundation has raised more than $11 million to support the North Texas community.













## TOAST TO TIPOFF

Dallas Mavericks fans got a VIP first look at the upcoming season with the 2024-25 Dallas Mavericks team, Head Coach Jason Kidd, GM and President of Basketball Operations Nico Harrison and former Dallas Mavericks CEO Cynt Marshall. Presented by ShiftKey, the event included a decadent brunch and cocktail bar in the exclusive Angel's Envy Bourbon Club at American Airlines Center, a tour of the team's locker room and the opportunity for team autographs. The event raised more than $200,000 for the Mavs Foundation.

## MAVS BALL

The Dallas Mavericks hosted the 10th Annual Mavs Ball, raising a record-shattering $2.14 million to benefit the Mavs Foundation! The annual event, presented by ShiftKey, is the premier fundraiser for the Mavs Foundation, with all proceeds directly supporting the Foundation's mission to uplift women, children and families in need. Nearly 700 guests attended the 2025 Mavs Ball, hosted at SILO in Dallas' Design District. The turnout included fans, partners, the 2024-25 Dallas Mavericks, Head Coach Jason Kidd and several Mavs legends like Shawn Marion, who delivered a 10th-anniversary toast during the program.






















## COMMUNITY COURT RENOVATIONS

Encouraging the love of basketball across all DFW communities, the Dallas Mavericks renovated basketball courts and gyms to create safe places for youths and adults to enjoy the game.

### FORT WORTH JUVENILE DETENTION CENTER COURT

The Mavs Foundation revealed a renovated basketball court at the Fort Worth Juvenile Detention Center. Virtually untouched since 1970, the gym needed a lot of love. The renovation consisted of a Mavericks custom court design, new backboards and a fresh coat of paint. During the dedication to reopen the court, Mavs Academy coaches put a group of 25 kids through an assortment of drills while former Mavs assistant coach Jared Dudley and the Mavericks spread the message that there are no shortcuts in basketball or life. This was the 33rd court dedication in the history of the Mavs Foundation.

### GENESIS WOMEN'S SHELTER & SUPPORT COURT

Twenty years after the Dallas Mavericks first dedicated a basketball court at Genesis Women's Shelter & Support, the team returned to cut the ribbon on a newly refurbished court—renewing the Mavs Foundation's promise to help provide a safe place for Genesis families to play. To celebrate the reopening, Mavs legend Rolando Blackman teamed up with Mavs Academy coaches to host a basketball clinic for the children staying at Genesis. Before they took the court, Blackman offered a few inspiring words, not just as a former NBA star, but as someone who truly understands their experience.

### YMCA OF METROPOLITAN DALLAS, CROSS TIMBERS

The Dallas Mavericks and the Mavs Foundation continue to show their support of the YMCA, this time by renovating the basketball court at Cross Timbers Family YMCA. The basketball gym received new flooring, fresh paint, new backboards and hoops. The refurbished court shows community members that the Mavs Foundation cares for them and wants to provide a safe and fun space for the community to gather.

## TECH CENTERS

### GIRLS INC. TARRANT COUNTY PODCAST STUDIO

More than a year ago, Girls Inc. identified a podcast and recording studio as a potential avenue to help develop young women into smart, strong and bold leaders. Last summer, they submitted the Mavs Foundation grant proposal that brought that dream to life. With help from Chime, the Mavs Foundation transformed the space with professional-grade equipment, including microphones and headphones, a soundboard, a green screen, recording and editing software and video tools to support multimedia storytelling. The studio perfectly complements other Girls Inc. programs that focus on learning through experience, in this case, skills such as scriptwriting, sound editing, on-camera speaking and production. The Mavs Foundation fulfilled the organization's wish list in full and further invested in Girls Inc. by supplying thousands of journals and grade-specific learning materials for the group's literacy program. Additionally, the Mavs supported the Girls Inc. STEAM curriculum by supplying several high-quality drones to be used in their on-site "Drone Zone."

### TEXAS NATIVE HEALTH MULTI-PURPOSE ROOM

As the state's only Urban Indian Organization, Texas Native Health requested the assistance of the Mavs Foundation to bring the vision of brand-new facilities to life. The Mavs Foundation worked alongside TNH to outfit the Cultural Center, a dynamic and versatile space dedicated to K-12 educational programming as well as cultural and language workshops. This facility, the first of its kind in the city of Dallas, not only houses classrooms but also serves as a vital venue for annual health fairs, anti-human trafficking initiatives and various community gatherings. Additionally, the Mavs Foundation helped equip the Cultural Center with advanced learning technology such as AV equipment, tablet computers and other much needed items.



















## 2024-25 GRANT RECIPIENTS

- Agape Clinic
- After-School All-Stars
- Child Poverty Action Lab
- Children and Family Institute
- Equest
- First Responders Children's Foundation
- GirlStart
- Gladney Center for Adoption
- Hope Cottage
- HopeKids
- It's a Sensory World
- Jubilee Park and Community Center
- Mosaic Family Services
- Reading Partners
- Texas Advocacy Project
- Viola's House
- Wipe Out Kids Cancer




# MILITARY & FIRST RESPONDERS

Through celebrations and programs for our military and first responders, the Dallas Mavericks honor the men and women who serve.

















## HOOPS FOR TROOPS

The Mavs Foundation and Kroger teamed up to host their annual Hoops for Troops Commitment to Service project at the Salvation Army of North Texas. Mavs legend Devin Harris joined men and women from the 301st Fighter Wing Joint Reserve to pack meals for community members facing food insecurity and homelessness and penned holiday letters for active-duty military members. Kroger provided $5,000 worth of pantry essentials to stuff grab-and-go bags, including dried pasta, peanut butter, canned vegetables and tuna.

## SEATS FOR SOLDIERS

The Dallas Mavericks have honored our military heroes with the Seats for Soldiers theme night for nearly two decades. With the help of several partners, including American Airlines and Nick & Sam's, the Dallas Mavericks hosted 150 active duty and retired military members who sat courtside, thanks to the generosity of Club Maverick members who contributed their seats. The Mavs came from behind to beat the Trail Blazers 117-111 for an unforgettable evening that included a VIP reception, where Dereck Lively II, Luka Dončić, Daniel Gafford and Mavs CEO Rick Welts shared messages of gratitude. All the service members who attended left with gift bags containing ultra-limited-edition commemorative photographs, a Mavs-branded Mesa Solo Stove, Mavs gear and a voucher for a pair of the ultimate tactical boots courtesy of Woobies Shoes.























## DALLAS POLICE PROGRAMS AND SUPPORT

The Dallas Mavericks supported the Dallas Police Department in various ways throughout last season, including giving Ruthie's Snacks for Kindness for first responders, partnering with the Police Athletic League and continuing the tradition of the Building Bridges Clinic with training provided by Mavs Academy. The Clinic concluded with a courageous conversation about how youth and the police can interact and create more trusting relationships.

## DALLAS FIRE PROGRAMS AND SUPPORT

The Dallas Mavericks partnered with BEDGEAR, the official sleep partner of the Dallas Mavericks, and Nebraska Furniture Mart to honor first responders for their service. They provided the Dallas Fire-Rescue Department Station #9 with 13 Twin XL performance mattresses and accompanying mattress protectors, sheets and pillows from BEDGEAR as well as recliners, dining chairs, patio furniture and a grill from NFM to help make the most of their rest and recovery time. On-site to assist with delivery and setup of donations were Dallas Mavericks legend Devin Harris, BEDGEAR Sleep Coach Robert Malvaez, Nebraska Furniture Mart Corporate Social Responsibility and Public Relations Specialist Vicky Glenn, the Mavs ManiAACs, D-Town Crew and Champ, the Mavs mascot.












# SOCIAL JUSTICE & RACIAL EQUITY

**The Dallas Mavericks listen, learn and unite our DFW communities with programs and investments to address racial inequities, promote social justice and drive sustainable change.**

## VOTER REGISTRATION

The Dallas Mavericks are committed to advocating for justice, opportunity and equality in public policy and community efforts. To ensure every voice is heard and action is taken, we have implemented awareness campaigns to support voter registration, education and mobilization through various initiatives, social media and Mavs.com/Vote.

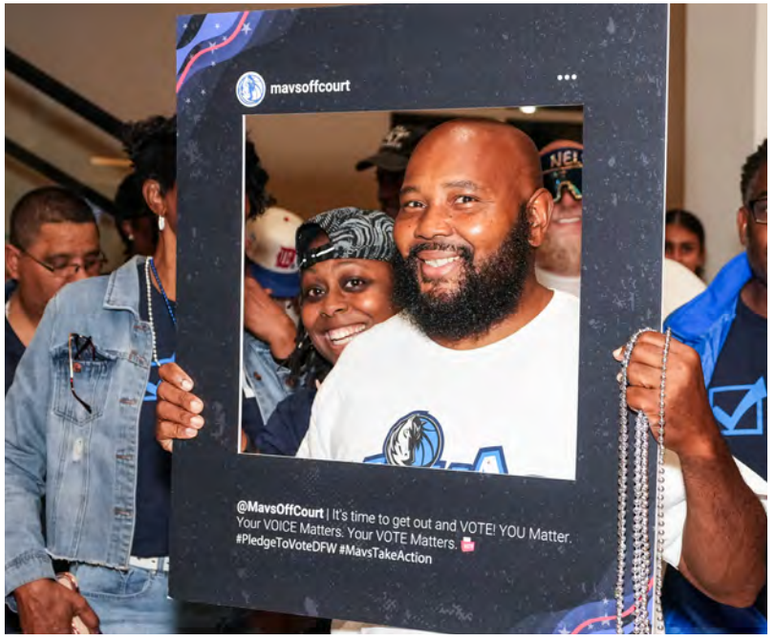











***You Matter. Your Voice Matters. Your Vote Matters.***









## HUDDLE

The HUDDLE is a panel discussion series focused on addressing racial disparities, uplifting communities and empowering future generations. These courageous conversations provide a safe and inclusive space for open dialogue, allowing attendees to connect with current and former Dallas Mavericks players, team representatives and community leaders.

The past year's discussions covered a range of impactful topics, including water sustainability efforts at the local, state and national levels, as well as exploring the unique experiences of first-generation Americans and the resources available to support them.

## MAVS BUSINESS ASSIST

The Mavs Business Assist (MBA) program supports 100 minority entrepreneurs through free online resources and quarterly workshops led by Dallas Mavericks executives and partners. The program fosters a collaborative networking community and provides participants with access to exclusive vendor opportunities and storytelling features across Mavericks platforms. A key highlight of the program is the Final Pitch Competition, where eight entrepreneurs present their business ideas for a chance to win a $25,000 grand prize.




















## MARCUS GRAHAM PROJECT

For the fourth consecutive year, the Dallas Mavericks teamed up with the Marcus Graham Project (MGP) to open the door to a group of diverse young professionals looking to step into the sports marketing industry. Twenty-five program applicants participated on teams in the MGP iCR8 Boot Camp, a week-long training and mentorship program. The teams collaborated to finalize presentations, which were shared with industry experts from the Dallas Mavericks and The Marketing ARM, a widely known sports, entertainment, and social media agency, for individualized feedback. But, most importantly, all participants gained valuable insight into the sports marketing industry and hope to join the 96% of MGP alumni who have received job offers within six months of completing an iCR8 Boot Camp.




# INCLUSION & CULTURE

The Dallas Mavericks are dedicated to fostering a culture in which our employees feel respected, are treated fairly and are empowered to bring their authentic selves to work. Recognizing the importance of diversity and inclusion in all aspects of our business, we are focused on six inclusion strategic pillars - Customers, Reputation, Agenda for Women, Family (work, home, and community), Talent, Supplies and Sponsors. These CRAFTS pillars guide our efforts in ongoing training, supporting our employee resource groups and actively engaging with our local community. Our workplace promise is “Every Voice Matters. Everybody Belongs.”










## PRIDE

The Dallas Mavericks Pride Committee oversees our Pride initiatives year-round, including our annual Pride Night. Our employees actively participate in several Pride and LGBTQIA+ initiatives across the DFW Metroplex and within the NBA. We maintain partnerships with Resource Center, Black Tie Dinner, Abounding Prosperity, Pride in Bloom at the Dallas Arboretum and the City of Dallas' Pride initiatives.

## WOMEN'S SYMPOSIUM

This year, we hosted the fourth annual Dallas Mavericks Women's Symposium, presented by Choctaw Casino & Resort and hosted by the Women of Mavs Empowering Network (W.O.M.E.N.) Employee Resource Group. The theme was "empowerHER; Leading with Purpose" and featured special guest speakers from multiple industries. We partnered with Girl Scouts of Northeast Texas, collecting donation items for their camps. During the ceremony, the Mavs presented four awards to women leaders in our community, the Diamond Award, the Unsung Hero Award, the SupportHER Award and the Leading with Purpose Award.











***The Women's Symposium showcased a unity of what the world looks like when dynamic women come together, no matter their background, no matter their race, no matter their position in life.***

— **MARTY MCDONALD**
FOUNDER OF BOSS WOMEN MEDIA
& ELLE OLIVIA




## INTERNATIONAL WOMEN'S DAY

This year's International Women's Day (IWD) theme was "Accelerate Action." The Women of the Mavs Empowering Network (W.O.M.E.N.) ERG invited the Mavericks staff to participate in our annual International Women's Day photo collage promoting gender equality. This collage was displayed at the Mavs annual International Women's Day game in March.

## INCLUSIONS AMBASSADORS

Our Mavs Inclusion Ambassadors are bridge builders to the community. They connect the Dallas Mavericks brand to the diverse communities of the Dallas/Fort Worth Metroplex, North Texas and the world year-round. Through active participation in various community and team events, they strengthen relationships, support local organizations and promote Mavs products and services. These ambassadors play a crucial role in fostering goodwill and unity within our communities.

## DALLAS MAVERICKS EMPLOYEE RESOURCE GROUPS (ERGs) AND BUSINESS NETWORK (BN)

Our Employee Resource Groups (ERGs) and Business Network (BN) are important to our company culture. These employee-led groups provide support and networking opportunities and foster employee engagement while representing specific dimensions of diversity. They offer a platform for employees to voice ideas and opinions, promoting inclusivity that aligns with our core values and business objectives.

Our ERGs and Business Network operate under the 4C model when planning their yearly initiatives. This model encompasses Company Contributions, Community Investment (both time and resources), Career Development and building Connections (both internally and externally). This year, our ERGs/BN partnered with more than 37 nonprofits, providing support and sponsorship, and hosted 50 cultural lunches for Mavs staff, featuring cuisine from minority-owned, local restaurants.

## NATIONAL ERG DAY

In honor of National Employee Resource Group (ERG) Day, the Dallas Mavericks Employee Resource Groups partnered with Taste Community Restaurant in Fort Worth, Texas. This nonprofit restaurant, and one of our Community Impact Award recipients, offers healthy, high-quality meals made from fresh ingredients with no set prices. Their give-and-take model invites guests to:

1. Pay what they can afford,
2. Pay what they would typically pay, or
3. Pay what they would typically pay, plus a little extra.

| DALLAS MAVERICKS ERGs/BN | |
|---|---|
| Women of Mavs Empowering Network (W.O.M.E.N.) | Est. April 2018 |
| Parents@Work | Est. June 2018 |
| Black Employee Network (BEN) | Est. January 2019 |
| G35 | Est. January 2019 |
| Somos Mavs | Est. October 2020 |
| LOTUS | Est. July 2021 |
| Jews at the Mavs (JAM) | Est. November 2023 |
| Men of the Mavs (Business Network) | Est. November 2020 |

| EMPLOYEE RESOURCES GROUPS (ERGs)<br>BY THE NUMBERS |
|---|
| 177 Initiatives |
| 14 Nonprofit Partners |
| 37 Community Engagements |
| 24 Career Development Opportunitites |
| 75 Initiatives that Benefit the Company & Employee Engagement |
| 41 Networking or Social Events |
| 50 Cultural Lunches for Staff |
| 86% of Employees are members of at least one ERG |

# AWARDS & RECOGNITION

## CRAFTS AWARDS

The Dallas Mavericks take pride in fostering a values-based culture in which our employees embody our values—Character, Respect, Authenticity, Fairness, Teamwork and Safety—within the organization and extend them to our surrounding communities. Through the CRAFTS Awards, we recognize and celebrate those who exemplify these principles, showcasing the true spirit of our team, both on and off the court.

- 191 CRAFTS Awards
- Four recipients of The President Volunteer Award, White House
- External Awards (Granted by the Mavericks)
- SupportHER Award
- Diamond Award
- Unsung Hero Award
- Leading with Purpose






"EVERY VOICE MATTERS. EVERYBODY BELONGS"...2018
DALLAS
11












Thank you to our Mavs Foundation donors, our community partners and all the volunteers that helped us make another profound impact on the community we love so much. Let's do it again next year bigger and better than ever!








# THANK YOU TO OUR PARTNERS!

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- Shift4 Corp
- ShiftKey
- Softtek
- TIAA
- Target
- Texas Ford Dealers
- Tito's Vodka
- Turtlebox
- TXU Energy Services
- UT Southwestern
- Whataburger
- ZenBusiness Inc.


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