

2025 # IMPACT REPORT 2026



DALLAS MAVERICKS



MAVS FAMILY,

For 45 years, the Dallas Mavericks have been proud to call North Texas home.

As we celebrated that milestone this past year, it gave us an opportunity to reflect on what it means to be truly part of this community. For us, that extends far beyond basketball. It means investing in our neighborhoods, supporting organizations doing important work, creating opportunities for young people and, most importantly, showing up.

Throughout the 2025-2026 season, we put that commitment into action. We invested in children and families, supported women and girls, strengthened schools and neighborhoods, deepened our engagement in South Dallas, and recognized the military members, first responders and community leaders who serve others every day.

The pages that follow highlight those efforts and, more importantly, the people and partnerships behind them. Our impact is only possible because of the nonprofit and community organizations doing critical work every day, along with our players, employees, partners, and fans who continue to stand alongside us.

As we look forward to the next 45 years, one thing will not change: our commitment to showing up for this community.

With gratitude,

Patrick Dumont
Governor



Rick Welts
CEO



Ethan Casson
President

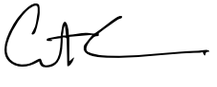


TABLE OF CONTENTS

Education 5

Environment, Social Justice & Race Equity 10

Health & Wellness 14

Military & First Responders 18

Mavs Foundation 20

Mavs Academy 24

Diversity & Inclusion 27

Emergency Relief 29











BY THE NUMBERS

25,448
STUDENTS IMPACTED

2,000
TEACHERS IMPACTED

56
CAMPUSES SUPPORTED

608,277
MINUTES READ WITH MAVS READING CHALLENGE

BACK-TO-SCHOOL

Every summer, the Dallas Mavericks participated in back-to-school festivals supporting students throughout the Metroplex, including the Back-to-School Festival at For Oak Cliff and the Dallas Mayor's Annual Back-to-School Fair. Mavs entertainers helped distribute donated backpacks, notebooks, and other essential supplies to **thousands of students** gearing up for the year ahead.

First day of school celebrations also took place at Adelle Turner Elementary School, marking the **fifth year** the Dallas Mavericks helped welcome students back to campus with a receiving line of Mavs entertainers and classroom visits from current and former players and team executives. They also hosted a pep rally for students at Royce West Leadership Academy with a slam dunk showcase from MavsMan to get the school year started.

DALLAS ISD ADOPTED SCHOOLS

Through a **multi-year partnership** with Dallas ISD, the Dallas Mavericks have provided ongoing support to Adelle Turner Elementary School, Royce West Leadership Academy and James Madison High School. The Adopt-A-School program provides critical resources and mentorship to students and faculty throughout the school year, strengthening on-campus community and improving student outcomes.

MENTORSHIP MONTH

During Mentorship Month in January, Dallas Mavericks players Max Christie and Brandon Williams joined students at Royce West Leadership Academy for a creative workshop. Students and players created and presented custom vision boards in an activity designed to encourage big dreams and bold goals, and visualizing the future.





















YOUNG WOMEN'S PREPARATORY NETWORK GRADUATION CELEBRATION

For the **fifth consecutive year**, the Dallas Mavericks partnered with Chime to celebrate graduates from the Young Women's Preparatory Network. **All 102** college-bound seniors received laptops, financial support and tons of college gear as part of the celebration – an investment of **more than $175,000**, reinforcing the Mavs' commitment to educational equity.

BARACK OBAMA MALE LEADERSHIP ACADEMY GRADUATION CELEBRATION

In May, the Dallas Mavericks celebrated the **80 graduates** from the Barack Obama Male Leadership Academy, **100%** of whom committed to pursuing higher education at a college or the U.S. Naval Academy. The celebration included an on-campus pep rally, with every student receiving tech essentials, bedding and gift cards as they prepare for the next chapter.

MAVS READING CHALLENGE

The Mavs Reading Challenge, sponsored by Whataburger, motivated students across North Texas to strengthen literacy skills through fun and engaging reading goals. By promoting **thousands of minutes** of reading, the program helped cultivate a love for learning and reinforced the importance of education beyond the classroom.





SLAM DUNK INTO SUMMER LEARNING

To help combat summer learning loss, the Dallas Mavericks provided students throughout Dallas ISD with educational resources and enrichment tools for the summer months. This initiative kept young minds engaged and supported continued academic growth while class is out of session.











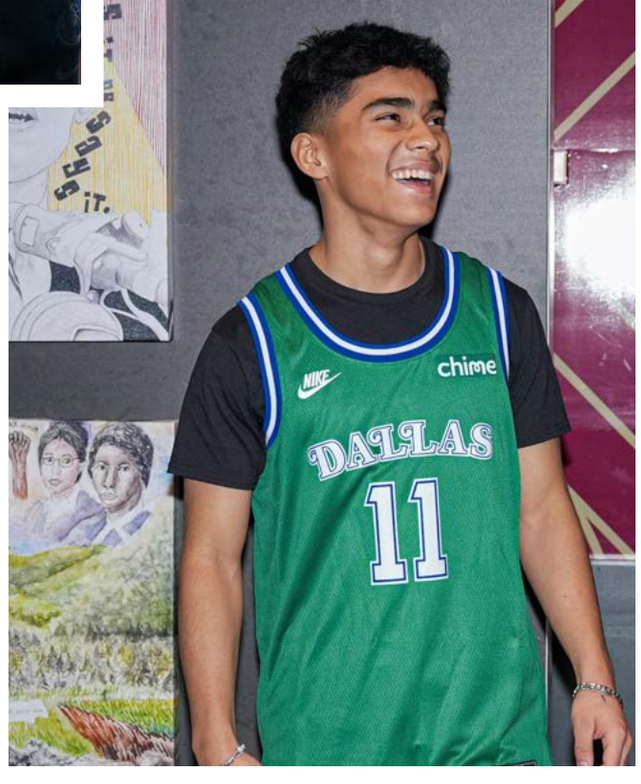


MLK COMMUNITY CENTER TOUR

As part of Black History Month, Dallas Mavericks players Naji Marshall and Daniel Gafford toured the Martin Luther King Jr. Community Center alongside James Madison High School students for a day of learning and cultural reflection. The experience highlighted the importance of Black history in Dallas, artistic expression and community engagement.







BLACK HISTORY MONTH ART CONTEST

Dozens of North Texas students submitted original works for the 2026 Dallas Mavericks Black History Month Art Contest, using their creative skills to represent Black history and Black culture in the arts through different eras of time.

The **five winning artists** received an all-expenses paid trip to New Orleans during spring break, where the group visited historical sites and attended the Mavs-Pelicans game at Smoothie King Center.

Additionally, the winners were recognized during halftime at American Airlines Center on Feb. 27, and their works of art were featured at the South Dallas Cultural Center throughout March.

CAREER READINESS

For years, the Dallas Mavericks have partnered with the Marcus Graham Project, providing diverse aspirants in the fields of marketing and media with the exposure and experience needed to solidify careers within the sports industry. The one-week program brought together leaders within the Mavs and partner organizations, providing insights for students to use as part of their group case study and future career endeavors.



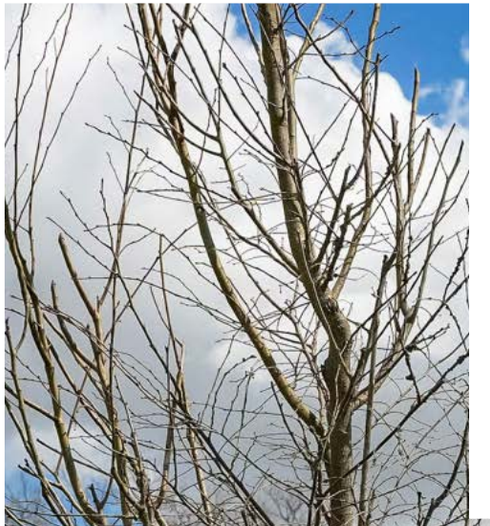




HBCU SUPPORT

The Dallas Mavericks teamed up with Paul Quinn College to launch the innovative Mavs Major, a **first-of-its-kind** academic program focused on sports management, leadership and entrepreneurship. The program combines classroom instruction with direct industry exposure, helping build a pipeline of diverse future leaders in sports and business. The inaugural class of Mavs Major students is on track to graduate in 2029.













ENVIRONMENTALISM

In partnership with TXU Energy and Texas Trees Foundation, the Dallas Mavericks joined fifth-grade students at Silberstein Elementary School to plant **dozens** of native and climate-adaptive trees. These trees will grow to create a natural canopy of shade over the play areas on campus, providing students with a sustainable and environmentally friendly way to beat the Texas heat.

ARENA SUSTAINABILITY

Following all home games and special events, the Dallas Mavericks worked in partnership with American Airlines Center to reduce waste and support composting and recycling efforts. Additionally, the arena donated remaining food to area nonprofits serving community members in need.

THE HUDDLE

THE HUDDLE: ALTERNATIVE EDUCATION REIMAGINED

The Dallas Mavericks hosted an impactful session of The HUDDLE focused on reimagining alternative education and addressing the school-to-prison pipeline disproportionately impacting black and brown youth. Moderated by DeDe McGuire, the conversation brought together education and community leaders to explore innovative solutions that create more equitable pathways for student success and long-term change.

SECOND CHANCE SUMMIT & THE HUDDLE: REBOUNDING INTO PROMISE

In recognition of Second Chance Month, the Dallas Mavericks partnered with the NBA Social Justice Coalition to host a Second Chance Summit at the John Lewis Social Justice Center, connecting justice-impacted individuals with critical community resources, legal aid and employment support. The event also featured a live taping of The HUDDLE, where leaders from across North Texas and the NBA engaged in powerful dialogue around reentry, redemption, and reducing recidivism through **second chance opportunities**.

THE HUDDLE: DFW CULTURAL TOURS

As part of the ongoing courageous conversation series, the Dallas Mavericks expanded The HUDDLE through a DFW Cultural Tour highlighting culturally significant businesses, community spaces and historic landmarks across the Metroplex. This experience was designed to deepen community understanding, celebrate cultural heritage and encourage greater support for local institutions that shape the identity of North Texas.

Scan to watch these conversations





















MAVS BUSINESS ASSIST

Mavs Business Assist (MBA), presented by ZenBusiness, is the Dallas Mavericks' signature business development initiative designed to empower minority entrepreneurs with the tools, relationships and visibility to grow and scale their businesses. Through cohort-based business development sessions, one-on-one coaching, networking mixers and executive-led workshops, MBA equipped participants with practical strategies in finance, branding, leadership and growth.

In addition to welcoming new entrepreneurs each year, the Dallas Mavericks continue investing in more than **400 MBA alumni** through vendor opportunities at the American Airlines Center, digital storytelling campaigns, alumni networking events and community market activations.

Since its launch, Mavs Business Assist has created a sustainable pipeline for diverse entrepreneurs to access capital, build corporate relationships, expand their customer bases and strengthen their long-term economic impact.

MAKE-A-WISH

Last season, the Dallas Mavericks helped grant **several unforgettable wishes** alongside Make-A-Wish North Texas. Wish Kids received behind-the-scenes tours of the Dallas Mavericks' practice facility and home arena, met their basketball heroes for autographs, tossed up a few pre-game alley-oop assists, and enjoyed the game from VIP seats, creating memories that extend far beyond one game night.





HOSPITAL VISITS

Throughout the season, Dallas Mavericks players, entertainers and partners visited Children's Health and UT Southwestern care facilities, bringing the MFFL spirit to patients and their families. Coordinating with holidays and Breast Health Awareness Month, patients received items to make their stays more comfortable, including plush blankets, stuffed animals, self-care items, Mavs swag bags and holiday gifts.



HEALTH AND WELLNESS AND SEASON OF GIVING

4	9	730
WISHES GRANTED	EVENTS	IMPACTED







PATHWAYS TO STABILITY

Last winter, the Dallas Mavericks brought warmth to Viola's House, a transitional home for new and expectant mothers experiencing homelessness. The Dallas Mavericks' Head Performance Chef prepared a decadent four-course meal designed to cater to the nutritional needs new and expectant mothers require. Joining the women at the dinner table was WNBA legend Genai Walker who encouraged candid conversations about life experiences and overcoming barriers. In addition to the home cooked meal, each mother was gifted with essentials to support themselves and their infant children as they transition into sustainable long-term housing.





COOKIES WITH SANTA

The entire 2025-26 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. Players helped kids create holiday crafts, decorate cookies, and write their letters to Santa before distributing piles of presents to the **50 pre-K children** at the celebration. During the event, each child unwrapped one big-ticket gift from their wish list and received bags stuffed with even more gifts to be opened on Christmas Day.

TURKEY GIVEAWAY

Last November, the Dallas Mavericks partnered with Coca-Cola and Buckner International to provide **300 Thanksgiving meals** to North Texas families as part of the NBA and Dallas Mavericks' Season of Giving. Dallas Mavericks players Daniel Gafford and Dwight Powell joined staff volunteers to distribute full-sized turkeys and an array of sides, ensuring every family could celebrate the holiday with a full table.







COMMUNITY TICKET PROGRAM

The Dallas Mavericks Community Ticket Program provided participants from nonprofit organizations with an opportunity to attend Dallas Mavericks home games for free, through tickets donated by current players. During the 2025-26 season, the Mavs donated **more than 16,000 tickets** to qualified youth serving nonprofit organizations.

















MAVS STAFF DAY OF SERVICE

To kick off the 2025-26 season, the Dallas Mavericks hosted the team's **sixth annual** Day of Service, during which a record **190 employees** volunteered at Dallas Habitat for Humanity.

Joined by CEO Rick Welts, President Ethan Casson and players Miles Kelly and Ryan Nembhard, Mavs staff contributed more than **570 combined volunteer hours** in a single day – **28%** of the organization's annual goal of **2,000 service hours**.

Focused on supporting families in need of safe and stable housing, the initiative showcased the Dallas Mavericks' commitment to creating meaningful impact both on and off the court.

SEATS FOR HEROES

For the **19th consecutive year**, the Dallas Mavericks hosted Seats for Heroes, a signature initiative honoring veterans and active-duty military members. The event welcomed **100 wounded and ill service members** receiving treatment at Brooke Army Medical Center in San Antonio for a memorable day of appreciation, complete with charter transportation from American Airlines, a special dinner provided by Nick & Sam's Steakhouse, and a VIP Dallas Mavericks game experience.









HOOPS FOR TROOPS

On Veterans Day, the Dallas Mavericks partnered with Jackery and the Wise Up Foundation to support military veterans experiencing poverty or homelessness. Dallas Mavericks players Danté Exum and Jaden Hardy and staff volunteers assembled **100 hygiene kits**, while Jackery provided solar generators to further assist veterans in need. The initiative reflects the organization's ongoing commitment to recognizing and supporting those who have served our nation.



200

HEROES IMPACTED





DALLAS POLICE PAL CLINIC

The Dallas Mavericks were proud to join the Police Athletic League (PAL), a youth crime-prevention program that leverages educational, athletic and recreational activities to build trust and understanding between police officers and young people. Mavs Academy hosted a basketball practice bringing together uniformed officers and children in an environment that fosters positive connection. This initiative also aimed to deepen public awareness of the vital role law enforcement officers play in our communities while reinforcing the values and responsible attitudes encouraged at home.





DALLAS FIRE-RESCUE SUPPORT

The Dallas Mavericks teamed up with BEDGEAR and NFM to overhaul the sleeping quarters and common spaces at Dallas Fire-Rescue Station #56. New Performance Mattresses, pillows and bedding were donated by BEDGEAR, known for its signature cooling technology that fosters quicker, deeper sleep for first responders always on call. And in the shared areas, NFM supplied new plush recliners, a dining room set, refrigerator and grill for their outdoor space, helping the crew make the most of their limited rest and recovery time.

TOAST TO TIPOFF

Toast to Tipoff signaled the start of the 2025-2026 season. The exclusive fundraising experience featured the full team, including a toast from Head Coach Jason Kidd, Assistant General Manager Michael Finley and President Ethan Casson. Guests enjoyed unique, behind-the-scenes access, including a locker room tour, photo opportunities with the 2024 Western Conference Championship trophy and limited-edition memorabilia. The event raised **more than $227,000** to support the Mavs Foundation's community impact initiatives.





















MAVS BALL

The **11th Annual** Mavs Ball hosted at the Omni Dallas Hotel, brought together Dallas Mavericks players, fans, partners and community members for the organization's premier fundraising event in support of the Mavs Foundation. The evening featured a cocktail reception, dinner, live and silent auctions, and entertainment by Emerald City Band, while celebrating the Mavs Foundation's 2025-2026 grantees and community investments. The gala raised an impressive **$1.5 million** to advance programs and partnerships, creating lasting impact across North Texas.

$1.5 MILLION GRANTED

41,947

INDIVIDUALS IMPACTED THROUGH FUNDING

GRANT RECIPIENTS PROGRAM

The Mavs Foundation is dedicated to building a stronger community by empowering youth, women and families in need through financial support, advocacy and service.

Each year, the Mavs Foundation provides **thousands of dollars** in grants, basketball courts, reading & learning centers, and Mavs Revitalization projects to organizations throughout North Texas.

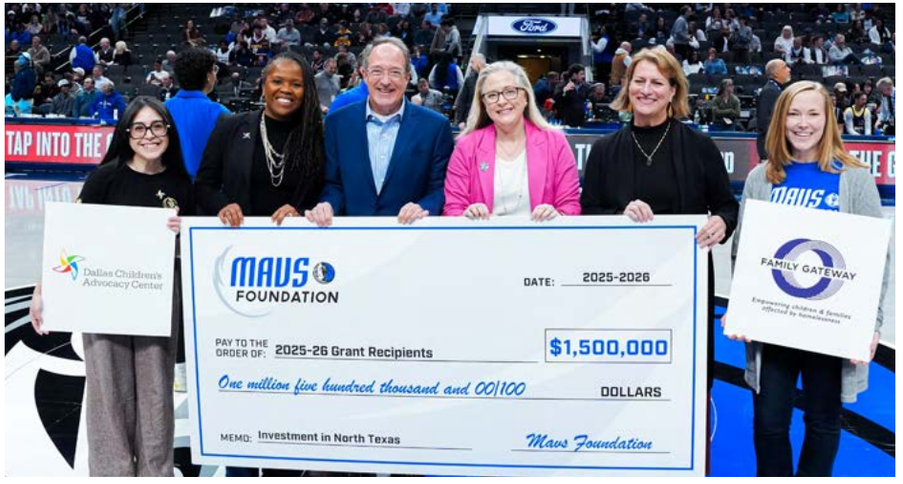
Each of the 2025-2026 recipients below either received a **$50,000 grant**, a basketball court renovation, or a Reading & Learning Center to help their efforts in the community.

- AVANCE
- Best Buddies
- Boys & Girls Clubs of Greater Dallas - Mesquite Club
- Cross Timbers Family YMCA
- Dallas Afterschool
- Dallas Children's Advocacy Center
- Family Gateway
- Frontiers of Flight Museum
- Grant Halliburton Foundation
- Jubilee Park & Community Center
- New Friends New Life
- Our Friends Place
- Unbound Now
- YMCA Tarrant County - Fort Worth Eastside Branch

COMMUNITY TECHNOLOGY, READING AND LEARNING CENTERS

Mavs Foundation's Reading & Learning Center renovations expand learning opportunities and existing education programs by providing access to learning and reading materials as well as state-of-the-art technology. All the work invested in Mavs Foundation education center projects was completed by Mavs Foundation staff, volunteers and sponsors.

- Aero STEM Classroom - Frontiers of Flight Museum
- STEAM Classroom - Boys & Girls Clubs of Greater Dallas - Mesquite Club













COMMUNITY COURT RENOVATIONS

Encouraging the love of basketball across all DFW communities, the Dallas Mavericks renovated **two basketball courts**: Jubilee Park & Community Center, and YMCA Tarrant County - Fort Worth Eastside Branch.

MAVS ACADEMY

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

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 and skills development. Campers learned key fundamentals and sportsmanship and built a love for the game in a fun atmosphere.





BY THE NUMBERS

6,500 +

MAVS ACADEMY PARTICIPANTS

20,000 +

AFFORDABLE JERSEYS SUPPLIED

TOURNAMENTS

Mavs Fall Classic is an **annual** high school basketball tournament featuring some of Texas' best teams. In collaboration with Frisco ISD, last year's tournament immersed participating teams in the Mavs experience with panels kicking off the weekend-long tournament, directly connecting players with current and former athletes and local leaders.

In addition to the Mavs Fall Classic, Mavs Academy hosted a youth tournament for 4th through 11th grade teams, and a City Hoops tournament for inner-city community center teams.

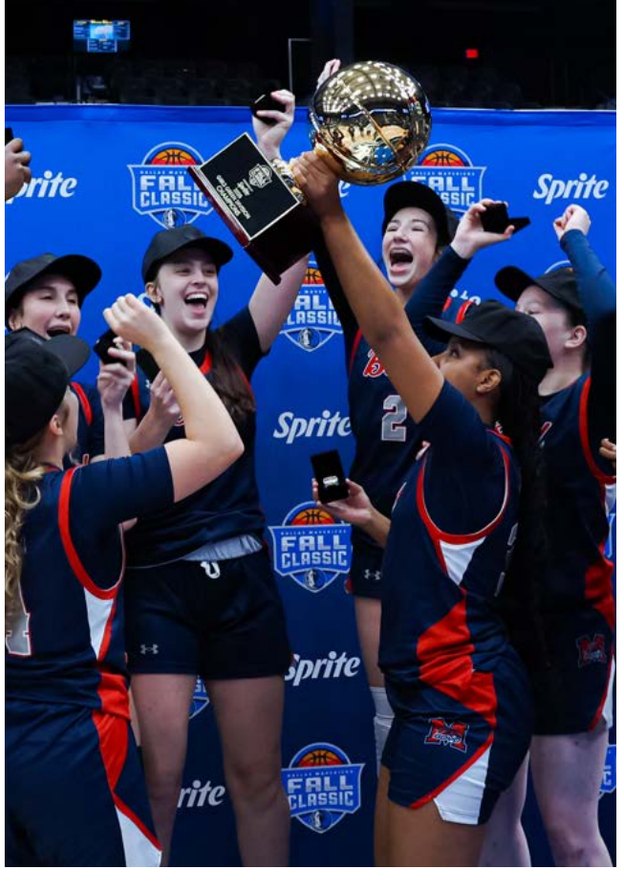
BY THE NUMBERS

442
COACHES

2,210
ATHLETES

5,709
FANS











GIRLS EMPOWERED BY MAVERICKS (GEM)

Girls Empowered by Mavericks, or GEM, aims to engage, inspire and empower young women (ages 7-18) through continued development. As part of GEM, girls learn to value their whole selves, discover and develop their inherent strengths, and receive the support they need to navigate challenges. With topics focused on mental health, physical health, financial literacy and STEM opportunities, programs include all-girls Hoop Camps, speaker series events, developmental workshops, the annual GEM Celebration and more.

Last year's GEM Celebration hosted more than **900 girls** from middle and high schools across the state. They had the opportunity to hear from some of the most influential women leaders in the medical, financial and STEM industries as well as current and former professional athletes.

BY THE NUMBERS

5,175
PARTICIPANTS

33
EVENTS













BY THE NUMBERS

28
COMMUNITY ENGAGEMENT INITIATIVES

108
INITIATIVES BENEFITTING THE COMPANY & EMPLOYEE ENGAGEMENT

14
CAREER DEVELOPMENT WORKSHOPS

51
NETWORKING/SOCIAL EVENTS

19
NONPROFIT PROGRAMS

14
CULTURAL LUNCHES

201 TOTAL INITIATIVES • **81%** EMPLOYEE ERG MEMBERSHIP

INCLUSIVE CULTURE

The Dallas Mavericks believe that inclusion strengthens the organization, enhances the employee experience and helps the team better serve fans, partners and the community.

The Dallas Mavericks are committed to fostering a culture in which employees feel respected, valued and empowered to contribute their unique perspectives. Through employee-led programs, professional development opportunities and community engagement initiatives, they strive to create an environment in which everyone can thrive.

EMPLOYEE RESOURCE GROUPS AND BUSINESS NETWORK

The Dallas Mavericks' Employee Resource Groups (ERGs) and Business Network (BN) played an important role in advancing the team's commitment to culture. Guided by the 4Cs framework — connection, career development, company contribution and community impact — these employee-led groups fostered meaningful connections, supported professional growth, encouraged organizational engagement and extended impact through the community. Participation was open to all full-time employees.

Last year, the ERGs/BN partnered with **19 nonprofits,** providing boots on the ground support and event sponsorship, and hosted several cultural lunches featuring cuisine from authentic local restaurants.

- Women of Mavs Empowering Network (W.O.M.E.N.) Est. Apr 2018
- Parents@Work Est. June 2018
- Black Employee Network (BEN) Est. Jan 2019
- G35 Est. Jan 2019
- Somos Mavs Est. Oct 2020
- LOTUS Est. Jul 2021
- Jews at the Mavs (JAM) Est. Nov 2023
- Men of the Mavs (Business Network) Est. Nov 2020



STRENGTHENING CONNECTIONS

Throughout the season, the Dallas Mavericks recognized and celebrated key culture moments through employee experiences, in-game activations, community partnerships and storytelling that reflected our commitment to an inclusive culture.

WOMEN'S SYMPOSIUM

Centered around the theme "Strength in Sisterhood: Celebrating Women Who Tell Our Stories," the **fifth annual** Women's Symposium brought together women and allies to share experiences, inspire meaningful dialogue and encourage personal and professional growth.

Hosted by the Women of Mavs Empowering Network (W.O.M.E.N. ERG) ERG, the event provided opportunities for community connection while highlighting the power of storytelling, mentorship and authentic leadership through several panel discussions.

The symposium recognized individuals making a meaningful impact through four award presentations: the Diamond Award, Unsung Hero Award, SupportHER Award and the Leading with Purpose Award. Additionally, attendees participated in a donation drive in honor of National Girl Scout Day, benefiting the Girl Scouts of Northeast Texas DreamLab.



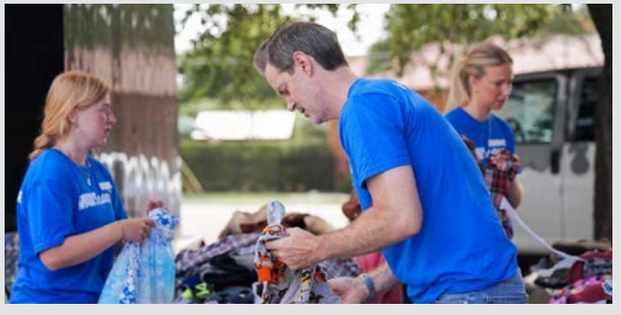
PRIDE

The Dallas Mavericks PRIDE Committee championed **year-round** initiatives that fostered belonging and celebrated the LGBTQ+ community inside and outside the organization. Through awareness campaigns, meaningful conversations and allyship-building opportunities, the committee deepened connection across the workforce and community.









MISSION OAK CLIFF

With nearly **100 families** displaced from The Clyde Apartments and neighboring apartment communities due to the May 28th explosion, the Mavs Foundation invested **$50,000** in four local nonprofits assisting impacted families including Mission Oak Cliff. This funding helped provide temporary housing assistance and essential supplies as families continue rebuilding their lives. To continue support, Dallas Mavericks employees, the ManiAACs and President Ethan Casson spent time sorting and labeling donated clothing that was distributed directly to affected residents.



TEXAS STRONG

In response to the devastating flood in Central Texas in 2025, **39 local and national** professional sports organizations joined efforts to launch the “Texas Sport for Healing Fund.” This fund supported immediate relief efforts and continues to support long-term recovery for the communities directly impacted by the flooding. In addition, the Texas NBA teams created “Texas Strong” shirts benefiting the fund. The Dallas Mavericks committed **more than $500,000** in relief to those impacted.









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









THANK YOU TO OUR PARTNERS!

- UT Southwestern Medical Center
- Chime
- Target
- ZenBusiness
- Chick-fil-A
- Ticketmaster
- Pellera
- Coca-Cola
- AT&T
- Lexus
- American Airlines
- TXU
- PATH Water
- Andy's Frozen Custard
- TIAA
- DOCUmation
- Paycor
- Lyft
- Jackery, Inc
- Whataburger
- UnitedHealthCare



MAVS care

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