



WARRIORS
IN THE COMMUNITY

2024-2025 GOLDEN STATE WARRIORS COMMUNITY IMPACT REPORT

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ACKNOWLEDGMENTS

Dub Nation,

I am proud to share the Golden State Warriors' 2024-25 Community Impact Report with you. The report showcases the powerful collaboration of our fans, partners, players, coaches and front office team, highlighting our ongoing dedication to the Bay Area and the incredible connections we have built with so many of you. Together, we have touched the lives of over 1.2 million individuals across the Bay Area, focusing on our core community pillars: education, health and wellness, economic development, and civic engagement. On behalf of the entire Golden State organization, thank you for your unwavering support and partnership. We are already looking forward to an even more impactful 2025-26!



Brandon Schneider
President and Chief Operating Officer, Golden State



BY THE NUMBERS

1,208,994

Individuals reached through Warriors community programming.



4,693

Tickets donated by the Warriors' community relations team and the Golden State Community Foundation to Bay Area nonprofits and community members.

\$144,300

Value of in-kind memorabilia donated to local community groups for fundraising efforts.



8,730

Volunteer hours by Warriors employees.

67

Community, corporate, and fan engagement events featuring Warriors players.



41

On-court recognitions of community members through the Impact Warriors initiative.

1,064,404

Meals donated by the Warriors and Chase Center to Bay Area community members throughout the 2024-25 season.



\$588,100

Sponsorship dollars given to support various community initiatives, including galas and public events, throughout the Bay Area.

OUR PILLARS

We are committed to taking an active interest in the well-being of our community and to be great corporate citizens. We strive to develop life-long fans of the game of basketball through cause-marketing programs and initiatives and are dedicated to improving the quality of life for those who are underserved in our community. During the 2024-25 Season we held over 138 community events within our four pillars of Education, Health & Wellness, Civic Engagement, and Economic Development.

EDUCATION

We invest in education programs to promote equity of life outcomes driven by education attainment.

HEALTH & WELLNESS

We support a variety of physical and mental health and wellness initiatives that promote resilient communities where all people can thrive.

CIVIC ENGAGEMENT

We seek to make positive impact by using our platform to engage voters and to promote service and volunteerism.

ECONOMIC DEVELOPMENT

We support & patronize businesses led by entrepreneurs of color, & support initiatives that strengthen local economic development in the Bay Area, including workforce & job training.

[CLICK HERE TO WATCH THE 24-25 COMMUNITY RECAP VIDEO](#)



NBA ALL-STAR 2025

The Golden State Warriors and members of the NBA family were out in force during NBA All-Star 2025, giving back to the Bay Area community by hosting various events throughout the week.

CELEBRATING COMMUNITY THROUGH ART AND CULTURE

To celebrate NBA All-Star 2025, the Warriors showcased local culture through four community murals across San Francisco and Oakland. In addition, the team partnered with the San Francisco Chinese Chamber of Commerce to unveil two custom Year of the Snake statues, honoring AAPI heritage and connecting art, basketball, and community.



UPLIFTING YOUTH AND COMMUNITY THROUGH ALL-STAR IMPACT

As part of NBA All-Star 2025, the Warriors and the NBA supported youth across the Bay Area through a series of community events. In Oakland, the Warriors joined the LGBTQ Community Center's Town Youth Club for a day of games and trivia celebrating Pride and inclusion. The NBA also launched its new holistic health platform with a Total Health Walk in Golden Gate Park, engaging over 1,000 community members and All-Star guests. More than 400 NBA volunteers—including Stephen Curry and Draymond Green—participated in service projects at Bret Harte and East Oakland Pride Elementary Schools, using the power of basketball to uplift youth and leave a lasting impact.

INVESTING IN THE NEXT GENERATION THROUGH YOUTH BASKETBALL

Nearly 1,500 youth from San Francisco and Oakland Unified School Districts participated in Jr. NBA clinics led by current and former NBA and WNBA players, promoting skill-building and inspiration through the game of basketball. In partnership with the Warriors, the Jr. NBA also supported the annual Chinese New Year Basketball Jamboree in Chinatown by donating equipment and prizes, uplifting local youth and celebrating cultural tradition during NBA All-Star.



NBA ALL-STAR 2025

HBCU PROGRAMMING

Throughout NBA All-Star 2025, the Bay Area welcomed historically Black colleges and universities (HBCUs) through several events that highlighted the rich history of the institutions. These events included a professional and career development workshop, a "Welcome to the Bay" event that introduced community members to the Morehouse College and Tuskegee University basketball programs, and an NBA Cares All-Star Day of Service, engaging both teams in community projects. The highlight of the weekend was the NBA HBCU Classic, where a record number of fans flooded Oakland Arena to watch the Morehouse College Maroon Tigers and Tuskegee University Golden Tigers go head to head. These events collectively underscore the NBA's ongoing commitment to celebrating HBCU culture, elevating their institutions, and fostering significant educational, career, and economic opportunities for their students.

SUPPORTING BAY AREA SMALL BUSINESSES

During NBA All-Star 2025, the Warriors and the NBA's Hoops & Heritage event, held in partnership with the San Francisco African American Chamber of Commerce, showcased over 30 diverse small businesses. Leading up to the event, the Warriors and the NBA collaborated with community partners to host six business-readiness workshops and a supplier tradeshow connecting diverse-owned businesses with Bay Area corporate buyers. This culminated in a supplier diversity panel followed by networking roundtables to foster economic inclusion.



PROGRAMS

EDUCATION

We invest in education programs to promote equity of life outcomes driven by educational attainment.

College Countdown

College Countdown, presented by Invisalign, was a celebration at Thrive City to congratulate high school students pursuing higher education, vocational school, and development opportunities. College Countdown was a fully immersive experience to congratulate Bay Area students as they embark on the next step in their journey and celebrate the end of their school year. The event featured guest speakers, DJs, live performances, informative tabling groups from various colleges and community organizations, and surprise guests.



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Creative Threads

During Creative Threads workshops, presented by Adobe, young professionals learned basic shoe making and alteration techniques to create their own one-of-a-kind piece of wearable art. Participants were taught about materials, how to alter, and ultimately customize a pair of sneakers designed and made by them. The Campus Expert team guided them through the process, from conceptualization to execution, using Adobe Firefly and Express.



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PROGRAMS

Building STEAM Futures

The Warriors and Rakuten hosted 21 middle school girls from Girls Inc. for a two-day experience focused on careers in STEAM. The first day tipped off with a tour of the Golden Gate Bridge, followed by a conversation with female leaders from the Golden Gate Bridge Highway and Transportation District. Day two of Building Steam Futures was held at Chase Center, where the participants built and tested prototype bridges with the help of Engineering Alliance for the Arts.



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2K Mentorship Program

The Warriors, in partnership with 2K Sports and MENTOR California, execute a monthly program that paired McClymonds High School junior and senior students with mentors from the Warriors. The program provided students with various opportunities throughout the course of the school year to receive guidance, gain access, and grow awareness on how to become future business leaders.

Read to Achieve

Read to Achieve, presented by Ross Stores, is a literacy initiative that aims to improve youth reading proficiency among Bay Area elementary students. With exciting year-round activities and experiences, the program promotes a love of reading and sets students up for success in school and beyond. Last school year, the Warriors partnered with both Rosa Parks Elementary and Horace Mann Elementary to host six unique literacy programs and activations.



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PROGRAMS

Future Leaders

The Warriors, in partnership with Rakuten, hosted their seventh annual Future Leaders program with participants from Girls Inc. of Alameda County and mentors from the Warriors and Rakuten. Participants engaged in a newly expanded year-long program centered around women's empowerment, professional development and mentorship. Mentees got to connect with their mentors, engage in a panel discussion around women's empowerment, go on a surprise shopping experience for professional clothing, and shadow their Warriors mentors on a game day to see how it comes to life.



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Back to School in the Bay

For the fourth consecutive year, the Warriors and CarMax partnered to host a school supply drive to ensure local Bay Area students and educators had the tools needed to gear up for a winning school year. Warriors General Manager Mike Dunleavy also stepped into the shoes of Principal for the Day and spent a morning surprising students at Claremont Middle School in Oakland.



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Whatchamacallit

The Warriors and PagerDuty collaborated with the YMCA as part of their STEAM program titled "Whatchamacallit." The event engaged 400-500 local youth in an immersive learning experience centered around sports science. Mission Science Workshops developed and brought these stations to life, while Warriors and PagerDuty employees taught the workshops and assisted the youth. This partnership aims to inspire young minds by demonstrating the exciting real-world applications of STEAM within sports.

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PROGRAMS

COMMUNITY HEALTH & WELLNESS

We support a variety of physical and mental health and wellness initiatives that promote resilient communities where all people can thrive.

Twinning Project

The Warriors, in collaboration with the Twinning Project and the California Department of Corrections and Rehabilitation (CDCR), launched a basketball program aimed at decreasing recidivism rates and enhancing the readiness of incarcerated individuals for life within and post-release at California State Prison Solano. Led by Golden State Sports Academy coaches and representatives from Positive Coaching Alliance, the program involved a series of clinics concentrating on coaching fundamentals, leadership, and relationship building.



Kaiser Permanente Programming

Swishes for Dishes

Swishes for Dishes, presented by Kaiser Permanente and in collaboration with The Athletes' Corner and Feeding America, translates every point the Warriors score to 100 meals donated to help prevent hunger. Over 5.4 million meals have been donated to Bay Area food banks since the program's inception in 2021, including more than 1 million meals throughout the 2024-25 season. The Warriors also hosted Swishes for Dishes volunteer events throughout the season to support the SF-Marin Food Bank, Alameda County Community Food Bank and Second Harvest of Silicon Valley.



Thrive Zone

Throughout the 2024-25 regular season, the Warriors and Kaiser Permanente hosted community groups for every home game at Chase Center through Thrive Zone. As part of Thrive Zone, community groups receive an exclusive pregame experience, live in-game recognition, giveaways, and surprise appearances by Warriors players, coaches, alumni, and other special guests.



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PROGRAMS

Thrive City Community Hosting

The Warriors and Kaiser Permanente hosted various community basketball clinics and special Thrive Zone community experiences at various Thrive City events including watch parties, Hoop It Up, Blankets & Blockbusters, Thrilloween and more.



Chicas Series

The Warriors and NBC Sports Bay Area partnered with Golden State Basketball Academy and Homies Empowerment to teach students about the importance of physical and mental health, and how inter-connected the two disciplines are. Throughout the program, 20 Latina middle school young ladies received the opportunity to go through a basketball training regimen at Ultimate Fieldhouse in Walnut Creek, hear from a panel, and attend a Warriors basketball game.



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PetMeds Renovation

The Warriors, in partnership with PetMeds, renovated the Warriors Companion Court, a training room at the Friends of the Alameda Animal Shelter. During the event, volunteers from Golden State constructed furniture and decorated a reused shipping container that will be used for volunteer training and various events at the shelter. The Warriors and PetMeds have also donated pet toys and health resources that will be available for animals in need.



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Hoops for Troops

Throughout the year, the Warriors and Rocket Lawyer partnered with local military groups to develop programming to ensure that military members, veterans, and their families are supported within the Bay Area community.



PROGRAMS

Season of Giving

As part of the NBA Cares Season of Giving, the Warriors helped brighten the lives of local families and youth across the Bay Area during the holidays. Throughout the months of November and December, the Warriors provided meals, hosted shopping sprees for youth, and more.



Sustainability

Sustainable Soles

The Warriors, in partnership with Starry, hosted Sustainable Soles, a sneakerhead sustainability event focused on around encouraging fans to properly donate and recycle shoes that they no longer want in order to divert waste. The event featured a VIP shopping experience for young adults from City Eats, Covenant House, Boys & Girls Club, and Rosie the Riveter Trust hosted by Hav-A-Sole, as well as a shoe recycling station and tabling from nonprofits that work in the recycling/upcycling industry.



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Get in Gear

The Warriors hosted Get In Gear, presented by Waymo, a bike celebration event. Held at Thrive City, the event began with a bike and helmet donation to 40 youth from a local nonprofit organization followed by a celebration featuring bicycle repair stations, education and program resources, customization stations, safety demonstrations, family-friendly activities, and more. Attendees were encouraged to ride their bikes to Thrive City via the bike paths to promote the use of alternative transportation.



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Pritchard Volunteering

The Warriors and Pritchard collaborated with Foodwise for a hands-on volunteering event, bringing employees from both companies together. Participants had the opportunity to learn about and contribute to maintaining the school garden at The Academy in San Francisco at McAteer, which is an integral part of Foodwise's free outdoor learning program for high school students within the San Francisco Unified School District.



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PROGRAMS

ECONOMIC DEVELOPMENT

We support and patronize businesses led by entrepreneurs of color and support initiatives that strengthen local economic development in the Bay Area.

Franchise Fund

Franchise Fund is a four-month program created by the Warriors, United Airlines, and the Western Region Minority Supplier Development Council (WRMSDC) aimed to prepare small business owners from underrepresented communities to work with multinational corporations. The 2024-25 season represented a significant milestone, marking the program's fifth year. Throughout the program, 22 small businesses were provided with various resources to support their growth, including bi-weekly workshops, networking opportunities and post-program mentorship. Upon completion of the program, graduates were certified as Corporate Ready and equipped to engage with supplier decision makers at larger companies.



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Alley-Oop Accelerator

Alley-Oop Accelerator, presented by Chase, is a comprehensive seven-week program designed to empower 10 Bay Area entrepreneurs to start and grow their businesses. Participants participated in weekly workshops focusing on marketing and finance, as well as the necessary resources and knowledge to operate their businesses legally and successfully.



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Small Business Jumpstart

The Warriors, in partnership with TriNet, hosted a networking event at Chase Center for Bay Area small business owners as part of Small Business Jumpstart. The event featured a panel discussion on employment trends, talent acquisition and retention, and employee development. Five local businesses were selected from a large applicant pool to receive a \$10,000 grant and be recognized during a Warriors home game in March.

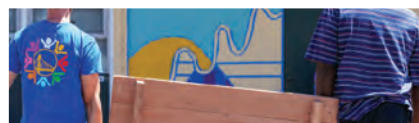


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PROGRAMS

Taste Makers

Taste Makers at Chase Center is an incubator program that provides an opportunity for small businesses to promote, market, and expose their brand to a wider audience. The program provides opportunities for participants to engage in areas of learnings based on their business needs and foster brand awareness with their presence at Chase Center.



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CIVIC ENGAGEMENT

We seek to make a positive impact by using our platform to engage voters and to promote service and volunteerism.

All Hands 2024

The Golden State Warriors hosted an All-Hands Employee Volunteer Day for Front Office staff members. Employees engaged in renovation/revitalization projects at C.A.R.E. in San Francisco and Oakland Academy of Knowledge.



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Voters Win

As part of the organization's ongoing commitment to civic engagement, the Warriors promoted voter participation for the November 2024 Primary Election through Voters Win. The campaign included educational content specific to voting in California such as a website featuring various resources to prepare voters, posts on Chase Center social media accounts, and a fireside chat featuring California Secretary of State Shirley Weber and Warriors alumni Adonal Foyle.



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**THANK YOU SO MUCH
TO ALL OUR PARTNERS!**

