



**MILWAUKEE BUCKS**  
**FOUNDATION**

M I L W A U K E E B U C K S

# **2023 SOCIAL IMPACT REPORT**

Dear Friends –

It is with great pleasure that we share with you the social responsibility report for the Milwaukee Bucks, which celebrates the commitment and impact of the Milwaukee Bucks family off the court during the 2022-2023 season.

Our mission is to empower and encourage our employees, players, fans, corporate partners, and community partners to support and transform our communities. We focus on providing support through philanthropy, advocacy, programming in the areas of education, health and wellness, empowerment, justice reform, and civic engagement.

Thanks to your support and dedication, we are proud to share the positive impact our organization has had on building a better future for people across Wisconsin.

The Milwaukee Bucks and Milwaukee Bucks Foundation look forward to seeing you at Fiserv Forum this upcoming season!

Go Bucks!



**Peter Feigin**

President  
Milwaukee Bucks & Fiserv Forum



**Arvind Gopalratnam**

VP Corporate Social Responsibility  
Milwaukee Bucks

**"The Milwaukee Bucks are honored and privileged to have the opportunity to improve the lives of our community members."**

Peter Feigin, Milwaukee Bucks & Fiserv Forum President



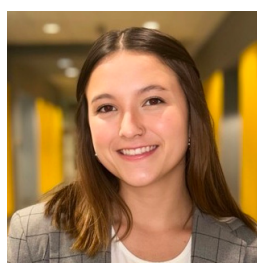
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CSR Intern,  
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# COMMUNITY IMPACT



SOCIAL MEDIA FOR SMALL BUSINESS REELS

**ACCOUNTS REACHED 289k+**

PLAY  
**185,667**

LIKES  
**1,590**

BUCKS EMPLOYEE  
VOLUNTEER HOURS

**400+**

CAMPS RAN

**50+**

TREES FOR 3S  
PLANTED

**612**

OWN YOUR FUTURE  
PARTICIPANTS

**200+**

PLAYER  
APPEARANCES

**97**

BANGO  
APPEARANCES

**127**

CHARITABLE  
TICKETS DONATED

**300,000+**

DONATIONS TO  
WI NON-PROFITS

**500+**

**200+ ORGANIZATIONS IMPACTED**



# EDUCATION



Through various education initiatives, the Milwaukee Bucks were able to bring support to educators and thousands of students across the state of Wisconsin.

**STEM Camp** The Bucks partnered with Motorola to host a two-week STEM camp at MSOE for Milwaukee high school students. Program participants toured Motorola's Chicago office, learned from MSOE professors, and gained understanding on user experience and coding principles. 100% of participating students identified an interest in STEM careers.

**"I think this is just something that's really important, for kids and their education, math is a huge thing. Just being here and getting to interact with the kids, have fun, and be a part of the energy they brought."**

AJ Green, Bucks Guard



**Math Hoops** is a fast-paced board game and mobile app that teaches students fundamental math skills using basketball statistics. The Bucks hosted 9,233 students this season, playing over 100,000 games. Students showed a 30% increase in math skills following the program.

**Brook Lopez** Brook Lopez partnered with Next Door to donate \$500 for every block he tallied during the 2022-23 season. Lopez had 193 blocks, donating a total of \$96,500. Brook Lopez also partnered with Scholastic Book Fairs to host 5 Brook Fairs at Milwaukee Public Schools, providing students with over 10,000 books.



# HEALTH & WELLNESS



**Mental Health Month** Milwaukee Bucks players shared their personal experiences with mental health in a social media video series which generated over 50,000 impressions across all social channels.

**Shelter Renovations** Jrue and Lauren Holiday and the Milwaukee Bucks Foundation partnered with Kohler Co. to complete bathroom renovations at three domestic violence and family shelters in the Milwaukee area, providing over 200,000 in support.

**Zero Waste Zero Hunger Program** The Bucks teamed up with Pick N' Save to tip-off the zero-waste hunger program. Over \$50,000 worth of Pick N' Save gift cards were donated to local non-profits across Milwaukee to support individuals experiencing hungry.

**STRYV365** The Milwaukee Bucks partnered with STRYV365 to host a coach's clinic to educate over 75 youth basketball coaches about emotional intelligence and how to best interact and support students of all backgrounds.

**Sensory Rooms** Fiserv Forum has two sensory rooms available for fans and guests. Joe and Renae Ingles upgraded the sensory rooms in the Fiserv Forum to ensure Bucks games can be a more inclusive environment for all fans.

**Hunger Relief** Through Coach Bud's Assists for Hunger program, over 90,000 meals were donated through his efforts.

**"At the end of the day, I think it's very courageous, very tough of you to go out there and say, 'hey something's wrong with me, I need your help.'"**

Giannis Antetokounmpo, Bucks Power Forward

# CIVIC ENGAGEMENT



**Bucks Vote** For the first time ever, Fiserv Forum was an Early Voting site for Milwaukee voters during the 2022 Fall General Election. Over 900 city of Milwaukee residents voted at Fiserv Forum throughout the 6 days voting was available in the arena. This provided an easy access point for many voters around Milwaukee. Bucks games and social media platforms also featured voter education and engagement resources to help prepare voters for the four elections in Wisconsin during the 2022-23 season.

**VolunDeering** The Milwaukee Bucks invited employees to come out and volunteer around the community. Employees volunteered by helping with the construction of homes, reading to children, working in food pantries, supporting children's summer camps, and helping with neighborhood clean ups. This season Bucks staff completed over 400 VolunDeer hours.

**Naturalization Ceremony** On April 2, 2023, the Milwaukee Bucks hosted a Naturalization Ceremony at halftime. Nineteen individuals from 13 different countries became citizens of the United States of America during the ceremony.

**Sustainability** Fiserv Forum is LEED GOLD certified with a score of 75, which makes it among the leaders in sports and entertainment venues. Our impact is expanded through a variety of sustainability-based partnerships. Plastic cups utilized at the arena, water bottles, and soda bottles are sorted into a designated bin and taken to a facility in which the plastics are upcycled into SC Johnson cleaning bottles.

**Community** The Milwaukee Bucks and ATC teamed up for the seventh season of Trees for Threes at a Wisconsin school for every 3-pointer made at Fiserv Forum this season. This year we planted 612 trees, supporting our communities for generations to come.

**"We have a massive platform and opportunity, our job's to support our players and organization, and come up with ways to have change in our communities."**

Jon Horst, Bucks General Manager



# EMPOWERMENT



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**Own Your Future** programming provide an opportunity for students to meet with and learn from Bucks front office staff about the business of basketball; students hear about what happens behind the scenes of a sports organization and what it takes to work at that level. Over 200 students participated in various events this season.



**Underdog** Bobby Portis Jr launched 'Bobby's Crew' bringing non-profit partners to every home game at Fiserv Forum during the 2022-23 season; Portis also held four Underdog conversations with individuals from MPS Black and Latino Male Achievement, system impacted youth, Mentor Greater Milwaukee, and Milwaukee single moms. At one game each month, Portis partnered with Mentor Greater Milwaukee to recognize a mentor of the month for their commitment to supporting youth in our community. Portis' contributions totaled over \$100,000 to support individuals and non-profits across Milwaukee.



**Bucks Scholars** Bucks employees also engaged in youth mentorship through the Bucks Scholars program with graduates from Milwaukee College Prep. Over 50 Bucks staff signed up to serve as mentors for 25 students as they embark on their high school journeys.

**Small Business Reels** spotlighted local businesses by creating video interviews with local business owners sharing about their business, the inspiration behind it, and how they interact with the Milwaukee community.



# JUSTICE REFORM



**System Impacted Work Rotation** The Milwaukee Bucks launched our inaugural system impacted work experience rotational program. This first of its kind program partnered with Milwaukee County Community Reintegration Center (CRC) to establish an employment program for system impacted individuals. Participants rotated through three departments to gain professional experience in retail, arena operations, and housekeeping.

**Resume Workshop** The Milwaukee Bucks also supported CRC Reintegration Week by hosting a resume building workshop. Bucks employees visited CRC to help teach participants about creating, writing, and formatting resumes for over 50 individuals.

**Advocacy** The Milwaukee Bucks are proud to use our platform to advocate for change across our communities.

**Gun Violence Awareness Weekend** During Gun Violence Awareness Weekend, the Milwaukee Bucks lit up Fiserv Forum orange to honor victims of gun violence. On social media, Bucks social media channels shared statistics about the impact of gun violence in Wisconsin and across the country to help raise awareness.

**Team Up For Change** The Milwaukee Bucks teamed up with the Sacramento Kings for our fifth installment of Team Up for Change. This year's Summit highlighted the contribution of women leaders working in the social justice movement.





# NBA CARES INITIATIVES



NBA Cares is the league's global social responsibility program that produces league-wide initiatives to help improve the lives of many NBA fans. The Milwaukee Bucks participated in seventeen NBA cares projects during the 2022-23 season.

**Jr. NBA** Milwaukee Bucks players and coaches led students from the NBA Basketball School in Dubai and the Jr. NBA Elite Training Camp through a series of basketball drills, skills stations, and challenges at the NYU Abu Dhabi campus. Students had a chance to work with professional coaches and meet their favorite NBA players.

**Hoops for Troops** In honor of Veteran's Day, the Milwaukee Bucks teamed up The Stars & Stripes Honor Flight to host "The Flight of Champions," a one-day opportunity for U.S. Veterans to enjoy a day in Washington D.C. to sight-see, relive old memories and a chance to be celebrated upon arrival to their homes.

**Season of Giving** In the spirit of the Season of Giving, the Milwaukee Bucks and Gruber Law Offices teamed up to host Tru Skool for our annual Shop with Buck event. Students were welcomed to Kohl's with a \$400 gift card to shop for the holidays for their family, friends, and themselves. Joined by Milwaukee Bucks players Marjon Beauchamp, A.J. Green and Sandro Mamukelashvili, every young person walked away with holiday gifts and a pair of shoes purchased by our players.



# NBA CARES INITIATIVES



**Mentor Month** Throughout the season the Milwaukee Bucks and Mentor Greater Milwaukee teamed up with Bobby Portis Jr. to recognize mentors in the community for their commitment to supporting next generations. Portis served as the keynotespeaker at MGM's Mentor Symposium.

**Black History Month** The Milwaukee Bucks proudly hosted our second annual HBCU Night game. Thirteen HBCUs came to Milwaukee to host a college fair on the concourse, providing a unique opportunity for prospective students to learn more about HBCUs across the country. In advance of the game, the Milwaukee Bucks and JCI teamed up to provide two Milwaukee high school seniors with a \$10,000 scholarship to attend an HBCU.



**Women's History Month** The Milwaukee Bucks & Bucks Gaming teamed up with St. Joan Antida to host an all-girls "Game with a Pro" at the Bucks Gaming E-Practice Facility. Students had the opportunity to Q&A with Bucks Gaming Players and an exciting chance to play 1:1 with each professional player.

**Austism Acceptance Month** The Milwaukee Bucks celebrated Autism Acceptance Night on April 2nd. To celebrate World Autism Awareness Day, The Milwaukee Bucks modified the in-game experience by lowering sounds, removing strobe lights, and alerting of any potentially triggering in-game elements. The night also included an interview with Bucks forward Joe Ingles and his wife Renae about their contribution to the sensory rooms at Fiserv Forum.



# CELEBRATIONS



**ERGS in the Community** The Milwaukee Bucks proudly support six employee resources groups that Bucks staff can join. This summer our ERGs led over participation in parades and community celebrations. Pride Alliance tipped off the summer with Pride weekend, bringing Bucks staff and our entertainment team to the Pride Parade and Pridefest. Black Leaders and Advocates Creating Change supported this year's Juneteenth Parade, bringing Bucks engagement and excitement to the annual celebration.

**Impact Nights** This season the Milwaukee Bucks hosted nine impact nights, celebrating different cultures and communities. To help support local non-profits, the Milwaukee Bucks Foundation teamed up with ERGs to sell t-shirts in the Bucks Pro Shop and profits benefited charities selected by members of each group. The sales raised \$8,875 for the different charities.

**Health and Human Services** Secretary, Xavier Becerra, joined for this season's Noche Latina game. Secretary Becerra is the first Latino to hold this office in United States history. The Milwaukee Bucks and Secretary Belerra teamed up with Milwaukee Health Department to host a Covid-19 vaccine clinic at the game providing other 50 vaccines.

# AWARDS



# 2023 MUHAMMAD ALI SPORTS HUMANITARIAN OF THE YEAR



Jrue and Lauren Holiday were recognized as the 2023 Muhammad Ali Sports Humanitarian Award Winners. "The Muhammad Ali Sports Humanitarian Award is given to an athlete who's continuous, demonstrated leadership has created a measured positive impact on their community through sports. The candidate must embrace the core principles that Muhammad Ali embodied so well, including confidence, conviction, dedication, giving and respect." (ESPN)

Through their foundation work, Jrue and Lauren Holiday have supported 156 grantees, donating over 3 million dollars. Their grants support Black and Brown owned nonprofits, small businesses, and historically Black colleges and universities. The Holidays are committed to combating systemic racism and socioeconomic inequality that disproportionately continues to prevent Black and Brown communities from upward mobility.

In addition, Jrue and Lauren are committed to helping women, children and families living in domestic violence and homeless shelters in the greater Milwaukee area. In partnership with Kohler Co. and the Milwaukee Bucks Foundation, the Holidays helped renovate bathrooms at Sojourner Family Peace Center, The Women's Center, and Hope House totaling over \$200,000 in upgrades.



# 2022-23 BOB LANIER COMMUNITY ASSIST AWARD



Brook Lopez was recognized as the 2022-23 Bob Lanier Community Assist Award recipient. The Bob Lanier Community Assist Award honors one player's sustained efforts and difference-making work within their community over the course of the season. The winner is recognized with a \$25,000 donation made by the NBA on his behalf to an organization of his choosing. Lopez chose to continue supporting literacy efforts by selecting the Milwaukee Public Library as the recipient.

The monthly NBA Cares Community Assist Award recognizes one player each month during the regular season who best demonstrates the passion that the league and NBA players share for giving back to their communities. Lopez was recognized as the March award recipient.

Since joining the Milwaukee Bucks in 2018, Lopez has established a commitment to supporting youth literacy efforts across the city. Through his signature community program, Blocks For Books, plus other efforts to enhance literary access in Milwaukee, Brook continues to bring incredible impact year after year. Since 2018, Brook has helped bring over \$500,000 in support for youth literacy.

# NBA CARES COMMUNITY ASSIST AWARD 2022-23

Offseason Winner



Pat Connaughton was recognized as the 2022-23 Offseason NBA Cares Community Assist Award recipient. The Offseason NBA Cares Community Assist award recognizes one player whose offseason community efforts best demonstrate the passion that the league and NBA players share for giving back to their communities.

Pat Connaughton spent his offseason continuing his passions in the spaces of youth sports, access to sports, and youth mentorship. Through the Pat Connaughton Foundation, Connaughton hosted three youth basketball clinics throughout the summer in his two hometown communities, Milwaukee and the Boston suburbs. Pat also donated to renovate basketball courts at schools in the Milwaukee area. The new basketball courts make it possible for more students to access high quality courts and basketball programs.

Connaughton has a common phrase he likes to share with youth that he interacts with, "we all have 24 hours in the day, how are you going to use yours?" His sentiment around how to use your time transcends off the basketball court and into everyday life. Connaughton wants to not only instill basketball skills and development for his clinic participants, but also life skills that they can carry with them beyond the court.





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