



MILWAUKEE BUCKS
FOUNDATION

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

2023-24 COMMUNITY IMPACT REPORT



Dear Friends-

We are thrilled to present the Milwaukee Bucks Social Responsibility Report, highlighting the remarkable dedication and positive impact of our team - both on and off the court - during the 2023-2024 season.

Our mission is to inspire and empower our employees, players, fans, corporate partners and community allies to actively support and transform our neighborhoods. Through our combined efforts in philanthropy, advocacy and programming, we are making significant strides in youth education, health and wellness and community betterment.

Your unwavering support and commitment have been instrumental in driving our efforts and making a tangible difference across Wisconsin. We are proud to share the stories and successes that reflect our collective endeavor towards a brighter future for all.

The Milwaukee Bucks and the Milwaukee Bucks Foundation eagerly anticipate welcoming you to Fiserv Forum this upcoming season. Together, let’s continue to make an impact.

Go Bucks!

Peter Feigin
President
Milwaukee Bucks & Fiserv Forum

Arvind Gopalratnam
Senior Vice President of Corporate Social Responsibility
and Executive Director of Bucks Foundation
Milwaukee Bucks

“THE MILWAUKEE BUCKS BELIEVE IN THE PROFOUND RESPONSIBILITY TO UPLIFT AND ENRICH THE LIVES OF ALL COMMUNITY MEMBERS, TRANSFORMING OUR SHARED SPACES INTO THRIVING, SUPPORTIVE ENVIRONMENTS FOR EVERYONE.”

Peter Feigin, Milwaukee Bucks & Fiserv Forum President, on the Bucks commitment to community betterment.

COMMUNITY IMPACT



GRANTS AND CHARITABLE GIVING

\$1.6M+

PLAYER COMMUNITY APPEARANCES

97

YOUTH BASKETBALL CAMPS

50+

BANGO COMMUNITY APPEARANCES

127

MATH HOOPS SCHOLARS IN WI

10,773

CHARITABLE TICKETS DONATED

1,200+

BOOKS DONATED TO STUDENTS IN NEED

30,000+

WI-BASED ORGANIZATIONS IMPACTED

500+

YOUTH EDUCATION

The Milwaukee Bucks aim to enhance learning opportunities and promote academic excellence statewide. Through various education focused initiatives the Bucks have supported educators and students across Wisconsin.



Science, Technology, Engineering + Math (STEM) Camp

As part of the Bucks' continued partnership with Motorola, Milwaukee School of Engineering (MSOE) hosted a two-week STEM camp for Milwaukee high school students. Participants toured Motorola's Chicago office, learned from MSOE professors and gained insights into user experience and coding principles by redesigning the user interface of the Bucks mobile app. The students visited Deer District and participated in breakout sessions with the Bucks' IT, Digital and Website Development teams, gaining a comprehensive understanding of the daily challenges faced by tech professionals in the sports industry.

"LITERACY HAS JUST OPENED SO MANY DOORS. IT SHOWS YOU NEW FRONTIERS, NEW POSSIBILITIES, AND NEW DREAMS THAT YOU CAN DISCOVER AND WORK TO ACHIEVE."

Brook Lopez, Bucks Center, on the value of literacy.

Brook Lopez During the 2023-24 season, Brook Lopez partnered with Next Door, The Milwaukee Public Library Foundation and UW Extension's Literacy Link program to donate \$500 to youth literacy efforts for every block he made. Lopez totaled 191 blocks last season, donating \$95,500 to the three organizations. Additionally, Lopez and his family collaborated with United Way of Greater Milwaukee & Waukesha Counties and Scholastic Book Fairs to host "Brook Fairs" in Milwaukee Public Schools, providing more than 30,000 books to students. His contributions have significantly supported local education and family programs, demonstrating his commitment to the community.

Math Hoops is an engaging board game and mobile app that teaches fundamental math skills using basketball statistics. This past season, the Bucks supported 10,773 students, who played over 100,000 games. Through this interactive learning experience, students showed a 30% increase in their math skills. The program enhances students' mathematical abilities and promotes critical thinking, teamwork and strategic planning to make a lasting impact on young learners.

YOUTH EDUCATION



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Own Your Future The Own Your Future program offers students a firsthand look into the business side of basketball through engaging programming with Bucks front office staff. More than 200 students participated in events this past season, gaining insights into sports organization operations and career opportunities. This initiative equips students with essential skills and inspires them to pursue their dreams within the sports industry.

Bobby Portis Jr. During the 2023-24 season, Bobby Portis Jr. funded "Bobby's Crew" for the second year, inviting nine nonprofit partners to every regular season home game at Fiserv Forum. He also worked with Mentor Greater Milwaukee to recognize nine local mentors throughout the season for the Mentor of the Month program. Portis Jr.'s contributions, totaling more than \$100,000, supported individuals and nonprofits across Milwaukee, demonstrating his ongoing commitment to the community and inspiring others to make a difference.



"WE CAN'T CHANGE SOMEONE'S SITUATIONS ENTIRELY, BUT WE CAN GIVE A HELPING HAND ALONG THE WAY AND LET THEM KNOW THAT THERE ARE OTHER PEOPLE THAT CARE ABOUT THEM."

Bobby Portis Jr., Bucks Forward

HEALTH AND WELLNESS

The Milwaukee Bucks are dedicated to fostering a culture of health and wellness throughout the state. By focusing on initiatives that support physical, mental and emotional well-being, the Bucks aim to empower individuals and communities across Wisconsin. Through the Bucks various health and wellness programs, we strive to create a healthier, more vibrant community for all.



Bucks Health and Wellness This year, the Milwaukee Bucks Foundation launched Bucks Health and Wellness, a holistic weight loss management and fitness program offered for 12 months free of charge for Milwaukee’s underserved community. The program aims to help participants lose weight and keep it off through personalized medication, nutrition plans and exercises curated by Bucks training staff.

Mental Health Month During Mental Health Awareness Month, the Bucks, in partnership with Froedtert and the Medical College of Wisconsin health network, launched a series of social media video featuring players sharing their personal mental health journeys. With more than 85,000 impressions across all channels, these candid testimonials aimed to destigmatize mental health discussions and offer support. Through this initiative, the Bucks demonstrated solidarity with fans, fostering open dialogue and promoting mental wellness within the community.

“ONE OF THE BIGGEST INVESTMENTS THAT I’VE EVER MADE IN MY LIFE IS BEING ABLE TO OPEN UP.”

Giannis Antetokounmpo, Bucks Forward

Hunger Relief The Bucks, alongside corporate partners, launched several initiatives to combat hunger and promote sustainability. Collaborating with Pick n’ Save, the Zero Waste Zero Hunger program donated more than \$50,000 in gift cards to local nonprofits. The Cousin Subs’ Blocks for Hunger initiative contributed \$20,650 to Hunger Task Force, and Hydrite’s Steals for Meal program donated \$36,625 to Feeding America Eastern WI. These efforts underscore the Bucks’ dedication to addressing food insecurity and waste in Milwaukee.



HEALTH AND WELLNESS



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Diaper Drive For the third year, the Antetokounmpo family and the Bucks teamed up to host The Big Give Back, a diaper collection drive for the Milwaukee Diaper Mission. Through the support of the Antetokounmpos and Bucks fans, more than 10,000 diapers and more than \$180,000 dollars were collected to support Milwaukee families. As part of The Big Give Back distribution event, the Antetokounmpo family distributed more than 30,000 diapers to 195 families in need.

Jr. NBA Bucks players and coaches led student athletes from Wisconsin Adaptive Sports Association through a series of basketball drills, skills stations and challenges at West Suburban YMCA in Wauwatosa. The Para-Athletes had a chance to work with professional coaches and meet some of their favorite NBA players.

Girls in Sports The Bucks, in partnership with Milwaukee Youth Sports Alliance, hosted 15 local girls for a basketball clinic at the Froedtert & Medical College of Wisconsin Sports Science Center for an all-girls youth basketball clinic led by female coaches.

COMMUNITY BETTERMENT

The Milwaukee Bucks are committed to fostering better community across the state. Through a range of initiatives that prioritize supporting justice-impacted individuals, environmental sustainability and civic engagement, the Bucks aim to uplift and support individuals and communities throughout Wisconsin. These efforts are dedicated to creating a more connected, resilient and thriving community for everyone.

Naturalization Ceremony On Jan. 27, 2024 the Bucks hosted a Naturalization Ceremony at halftime, welcoming 21 individuals from various countries as citizens of the United States, including Bucks Vice President of Performance, Dr. Troy Flanagan. This event symbolized the team's commitment to inclusivity and unity, showcasing its dedication to celebrating diversity and promoting the values of citizenship. By facilitating this meaningful ceremony, the Bucks demonstrated their role as champions not only in basketball, but also in fostering a community where individuals from diverse backgrounds are embraced and celebrated.



Sustainability Fiserv Forum, the Bucks' home arena, sets the standard for sustainability in sports and entertainment venues with its LEED Gold certification. An accomplishment awarded to buildings that have met exacting standards for energy use, lighting, water, material use and various sustainable strategies, the certification showcases the team's deep commitment to environmental responsibility. Through strategic partnerships and innovative initiatives, such as upcycling plastic cups, water bottles and soda bottles into cleaning bottles, the Bucks demonstrate their dedication to reducing their environmental footprint and promoting a circular economy. This pioneering approach not only solidifies Fiserv Forum's position as a leader in sustainability, but also serves as an inspiration for other organizations to prioritize eco-friendly practices.



Bucks Vote Throughout the 2023-24 season, the Bucks spearheaded voting and civic engagement efforts across Milwaukee. With the support of League of Women Voters, the Vote Pep Rallies, at nine Milwaukee Public School High Schools, engaged more than 900 students. These rallies featured Bucks personalities and served as reminders of the importance of fulfilling one's civic duty. Additionally, voter resources and education information were provided in both English and Spanish during Bucks home games and on Bucks social media platforms to prepare voters for upcoming Wisconsin elections. Through Bucks Vote, the team continues to inspire active participation in shaping the community's future.

**“WHEN YOU HAVE THE OPPORTUNITY TO BE HEARD
OR LET YOUR THOUGHTS COUNT;
IT’S IMPORTANT NOT TO PASS ON THAT
OPPORTUNITY.”**

Damian Lillard, Bucks Guard, on the importance of voting.

COMMUNITY BETTERMENT



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System Impacted Work Rotation For the second consecutive year, the Bucks successfully ran an innovative work experience rotational program tailored for system-impacted individuals. This initiative was developed in partnership with the Milwaukee County Community Reintegration Center (CRC) to provide meaningful employment opportunities. Participants rotated through four departments— retail, guest experience, arena operations and housekeeping—to gain diverse professional experience. For the 2023-24 season, the program had six graduates that were offered part-time positions at Fiserv Forum. This program not only equips participants with valuable skills but also significantly contributes to their reintegration into the community.

VolunDeering The Bucks encouraged their employees to volunteer across the community, engaging in diverse activities like home construction, reading to children and neighborhood clean-ups. Last season, Bucks staff dedicated more than 400 VolunDeer Hours, showcasing their commitment to making a difference beyond the basketball court. Their collective efforts embody the Bucks' values of teamwork and community engagement, inspiring positive change throughout Milwaukee.

Season of Giving The Bucks and Gruber Law Offices teamed up to host Milwaukee Public Schools' First Nations Studies group for the annual "Shop with a 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, Chris Livingston, Cameron Payne and Andre Jackson Jr., every young person walked away with a holiday gift and a pair of shoes purchased by Bucks players. Additionally, the Bucks organized a turkey drive to hand out meals to communities and families experiencing food insecurity.

"THE THINGS WE SAY AND THE ACTIONS WE DO, CAN RESONATE ALL AROUND THE GLOBE."

Pat Connaughton, Bucks Guard

COMMUNITY BETTERMENT



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Make-A-Wish The Bucks hosted seven Make-A-Wish Kids last season for an immersive Bucks experience. The Wish Kids and their families were invited to the Froedtert & Medical College of Wisconsin Sports Science Center to sign one-day player contracts with Bucks and Fiserv Forum President Peter Feigin and Bucks General Manager Jon Horst. Wish Kids and their families watched practice and met with the team before attending the game at Fiserv Forum.



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Golf Outing The Milwaukee Bucks Foundation celebrated its seventh annual golf outing teed up by Gallagher in September 2023. The event raised more than \$170,000 for the Milwaukee Bucks Foundation to benefit Wisconsin nonprofits in the key impact areas of Health and Wellness, Youth Education and Community Betterment.

Sixth Man Soiree The Milwaukee Bucks Foundation hosted its inaugural charity gala, the Sixth Man Soiree presented by Fiserv in January 2024. The one-of-a-kind exclusive charity event at Fiserv Forum, featured Bucks Players, Coaches and Legends. The event benefited Feeding America Eastern WI and the Jewish Community Center and raised more than \$200,000.

Milwaukee Bucks Foundation Week The fourth annual Milwaukee Bucks Foundation week, presented by CBS 58, raised more than \$100,000. The week featured a school collection drive benefitting United Way, an online auction and mystery box sales. All proceeds from the week benefitted grant giving to Wisconsin-based nonprofits in three key impact areas of Health and Wellness, Youth Education and Community Betterment.



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Impact Nights Last season, the Bucks hosted five impact nights, celebrating different cultures and communities. To help support local non-profits, the Milwaukee Bucks Foundation sold themed T-shirts in the Bucks Pro Shop. Profits benefited charities and raised \$11,954 for local organizations.

Historically Black Colleges & Universities (HBCU) Night The Bucks hosted the third annual HBCU night presented by Johnson Controls, Inc. The Bucks invited five HBCUs to host a college fair on the arena concourse, providing a unique opportunity for prospective students to learn more about HBCUs across the country. Before the game, the Milwaukee Bucks and Johnson Controls, Inc. teamed up to provide two Milwaukee high school seniors with a \$10,000 scholarship to attend an HBCU.

Hoops for Troops In honor of Veteran's Day, the Bucks teamed up with The Stars & Stripes Honor Flight to host "The Flight of Champions." This one-day excursion allowed U.S. Veterans to enjoy a day in Washington D.C. to sight-see, relive old memories and be celebrated upon their return to General Mitchell Airport. The Bucks also hosted active service members during a team practice and provided the group with complimentary tickets to the annual Hoops for Troops game presented by WE Energies.

ERGs The Bucks have six employee resource groups (ERGs) open to all staff, including: Black Leaders and Advocates Creating Change (BLACC), Bucks Pride Alliance, Unidos, Women's Initiative Network (WIN), Rising Individuals in Sports and Entertainment (RISE) and Working Parents. This summer, these ERGs led participation in various parades and community celebrations. The Bucks Pride Alliance ERG tipped off with Pride weekend, joining the Pride Parade and Pridefest. BLACC supported the Juneteenth Parade, bringing Bucks' spirit to the celebration. Unidos wrapped up the summer with a Hispanic Heritage Month event in Deer District, showcasing local Latino/Hispanic marketplace vendors.



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“EVERYWHERE YOU GO, THERE’S GOING TO BE PEOPLE IN NEED THAT COULD USE SOME SUPPORT, LOVE AND ASSISTANCE. I TAKE PRIDE BEING A PART OF THAT SUPPORT.”

Damian Lillard, Bucks Guard



2023-24 BOB LANIER COMMUNITY ASSIST AWARD



Giannis Antetokounmpo was recognized as the **2023-24 Bob Lanier Community Award Recipient** for the month of December. 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.

Antetokounmpo was recognized for his efforts throughout the NBA's Season of Giving, an annual five-week celebration beginning in November and December when NBA teams and players give back by supporting and uplifting youth, families and organizations in their communities. Antetokounmpo received the David Robinson trophy and the NBA donated \$10,000 to his organization of choice, the Charles Antetokounmpo Family Foundation.

Since being drafted in 2013, Antetokounmpo's humble, generous and humorous spirit has melded with the essence of Milwaukee and its residents. Throughout his ten years in Milwaukee, Antetokounmpo's hard work and dedication to the game of basketball have made him one of the greatest Bucks and NBA players of all time, with multiple accolades to show for his hard work. While the two-time NBA MVP and NBA Champion has achieved the highest recognition on the court, he's also created a lasting legacy of community impact. Throughout the 2023-24 season, Antetokounmpo dedicated his time and resources to helping those in need.

OUR CORPORATE SOCIAL RESPONSIBILITY TEAM



Arvind Gopalratnam
Senior Vice
President of CSR and
Executive Director of
Bucks Foundation



Angela Gilman
Director



Gracie Adsit
Senior Coordinator



Luis Lopez-Barbosa
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