SOCIAL RESPONSIBILITY
Impact Report

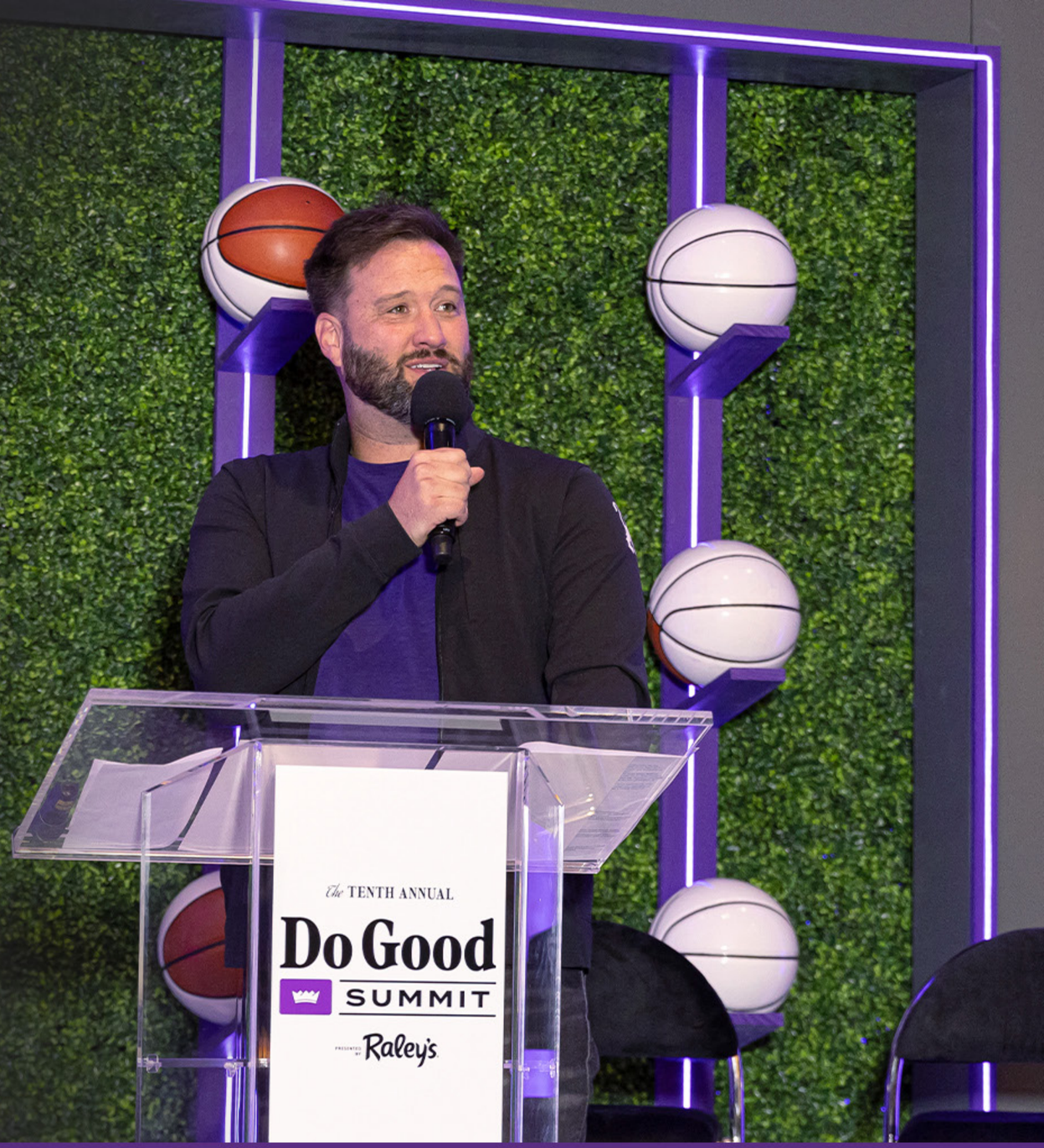
Sacramento Kings 2024-2025

Community Engagement

DO GOOD SUMMIT

presented by Raley's

The Sacramento Kings and Sacramento Kings Foundation hosted the 10th annual Do Good Summit, bringing together hundreds of nonprofit organizations from across the region. The event featured special speakers from the NBA Foundation who shared funding opportunities, a networking brunch celebrating nonprofit leaders, and panel discussions designed to provide practical resources for organizations to thrive.



Community Engagement

LIFT presented by Raley's

The Sacramento Kings advanced their LIFT (Lead, Inspire, Flourish, Thrive) initiative, with team members actively volunteering across the community. Activities included packing backpacks for students, supporting women-focused organizations, marching in the Sacramento Pride parade, reading to classrooms for Read Across America, and mentoring youth through a variety of programs.



Community Engagement

COMMUNITY TICKET PROGRAM

The Sacramento Kings prioritized equitable access to live experiences by donating over 7,000 game tickets during the 2024–25 season, ensuring hundreds of nonprofit organizations and attendees of the annual Do Good Summit could enjoy games and engage with the community.



Community Engagement

SEASON OF DOING GOOD

presented by Raley's

During the 2024 holiday season, the Sacramento Kings and Raley's partnered for the 23rd annual Season of Doing Good, bringing the community together through events and initiatives designed to spread holiday cheer. Programs included Eat Like a King, which offered nonprofit organizations focused on youth the opportunity to enjoy a special dinner with Kings players and participate in an interactive experience. Shop Like a King, another long-standing Season of Doing Good event, provided support to families in need during the holiday season. In addition, Kings players and staff surprised educators across the region with breakroom snacks and treats, sharing joy and appreciation throughout the season.



Community Engagement

COMMUNITY STARTING 5 presented by Quick Quack CAR WASH

The Sacramento Kings, in partnership with Quick Quack, announced the third season of the Community Starting 5, using their in-game platform to highlight the programs and impact of five local nonprofits that reflect Kings core values. This year's honorees: SMUD Museum of Science and Curiosity, Sacramento Zoo, Dream.Org, Pro Youth and Families, and Girl Scouts of America, were recognized for their outstanding contributions to the community.



Community Engagement

KINGPIN CLASSIC

presented by Raley's

The Sacramento Kings hosted the annual Kingpin Classic charity bowling event at Red Hawk Resort + Casino, bringing together fans, community members, and local partners for a day of friendly competition and fun. Kings players and coaches joined attendees on the lanes, creating memorable moments while helping raise funds for the Sacramento Kings Foundation. Proceeds supported youth programs, providing opportunities for young athletes across the region to learn, grow, and thrive through the game of basketball.





Social Equity and Opportunity

KINGS & QUEENS RISE

The Sacramento Kings continued their partnership with Sierra Health Foundation, My Brothers Keeper, and other community organizations for the sixth season of the Kings and Queens Rise Co-Ed Youth Sports Mentoring League. The program brought together 24 teams and more than 400 youth, offering consistent opportunities to connect with mentors, build leadership and teamwork skills, and strengthen positive community relationships. Through this ongoing initiative, the league continues to support youth empowerment, community engagement, and violence prevention across the region.



Social Equity and Opportunity

HERITAGE AND THEME NIGHTS

The Sacramento Kings celebrated nearly 15 theme nights, including Black History Month, Women's Empowerment, Asian American and Pacific Islander (AAPI) Heritage, Latinx and Hispanic Heritage, Lowrider Night, and Hello Kitty Night. Through in-arena programming and community events, the Kings highlighted local organizations, honored cultures, and created inclusive experiences for fans of all ages.



Education

SACRAMENTO COUNTY TEACHERS OF THE YEAR

presented by jamba

In partnership with Jamba, the Sacramento Kings honored the 2025 Sacramento County Teachers of the Year during halftime of a game, celebrating and supporting local educators. The recognition showcased the creativity, leadership, and impact of these outstanding teachers, giving them a platform in front of fans while highlighting the Kings' commitment to education and the community.
The experience also included a special event for the teachers, providing opportunities to connect with Kings staff and fellow educators while making it a memorable day.



Education

BACK-TO-SCHOOL BACKPACK GIVEAWAY

presented by Raley's

In August, the Sacramento Kings and Raley's provided nearly 3,000 backpacks filled with school supplies to local youth, partnering with nonprofits including Volunteers of America. The backpacks help support both physical educational needs as well as emotional ones; by minimizing resource insecurity, students can start the school year with a clear mind– prepared, confident, and ready to learn.

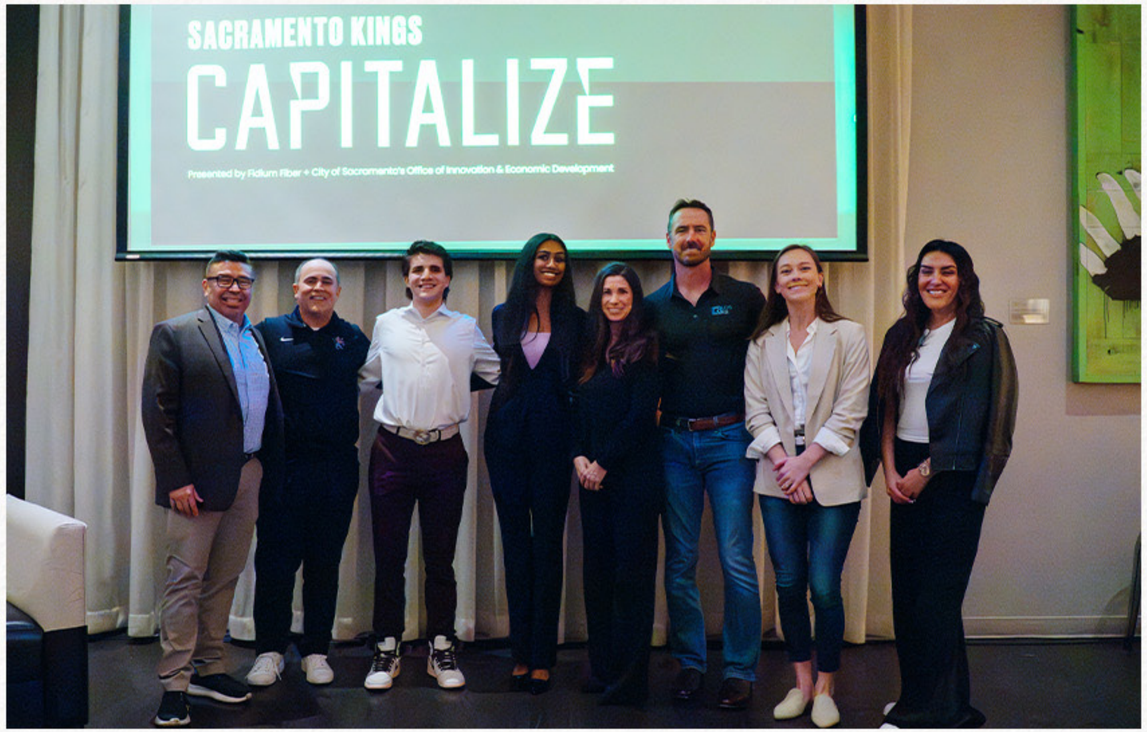


Education

CAPITALIZE: TECHNOLOGY

presented by FIDIUM FIBER AND THE CITY OF SACRAMENTO'S OFFICE OF INNOVATION AND ECONOMIC DEVELOPMENT

The Sacramento Kings hosted the 10th annual Capitalize Competition in collaboration with Fidium Fiber and the City of Sacramento's Office of Innovation and Economic Development. This year's Capitalize: Technology competition supported local tech entrepreneurs by providing mentorship, resources, and visibility to advance their innovative solutions. As part of Tech Night, the Kings recognized EpiSense, this year's Capitalize winner, which developed a wearable EEG that predicts seizures using machine learning. The program recognized EpiSense and other emerging businesses, fostering connections with industry leaders and showcasing Sacramento's growing technology community.



Education

MATH HOOPS BY LEARN FRESH

presented by LEARN FRESH NBC Sports CALIFORNIA TELEMUNDO 33

In 2025, the Sacramento Kings concluded the seventh season of Math Hoops, a program that combines basketball and math to make learning interactive and exciting. Regional youth competed in season-long challenges, applying their skills in friendly competition, while Kings players joined live events to engage with students and cheer them on. The program reached over 8,000 students and 150 educators, inspiring confidence, teamwork, and a love of learning both on and off the court.



Education

FASTBREAK MENTORING

In partnership with MENTOR California, the Sacramento Kings highlighted the power of mentorship through the Fastbreak Mentoring program. Youth from Architects of Hope and other local organizations joined Kings staff for engaging discussions on education, career pathways, and personal growth, building meaningful connections with positive role models.



Health

BASKETBALL COURT REFURBISHMENTS

presented by KAISER PERMANENTE®

The Sacramento Kings, in partnership with Kaiser Permanente, refurbished the basketball court at Weber Park, creating a safe and welcoming space for the community. This project marked the 18th community court renovated by the Kings and the 14th completed with Kaiser Permanente, continuing their shared commitment to promoting youth engagement, physical activity, and access to quality recreational spaces.



Health

MENTAL HEALTH AWARENESS

Ahead of Mental Health Month, DeMar DeRozan visited Luther Burbank High School's Young Leadership Program. Students who had been exploring his story and experiences had the chance to hear him speak firsthand about his personal journey with mental health, the importance of self-care, and strategies for managing challenges. The visit provided an inspiring and candid conversation that encouraged students to prioritize their well-being.



Health

GROW THROUGH WHAT YOU GO THROUGH

In honor of Mental Health Awareness Month, the Sacramento Kings partnered with Uplift Youth Foundation to host a wellness event that brought together youth from local nonprofits for connection and support. The day featured a gratitude workshop, bouquet-making activity, guided yoga session, and a community dinner—creating space for reflection, creativity, and relationship-building.



Sustainability

ROOT GARDENS

presented by Raley's

The Sacramento Kings and Raley's continued their commitment to healthy eating and food literacy by breaking ground on their 18th community garden, set to open in the fall. The Root Garden will provide community members with access to fresh produce, hands-on learning opportunities, and resources to support nutritious lifestyles across the Sacramento region.



Youth Basketball Initiatives

JR. KINGS Presented by KAISER PERMANENTE®

The Jr. Kings program is a year-round initiative designed to develop youth both on and off the court. Focusing on respect, sportsmanship, and basketball fundamentals, the program not only equips youth with basketball skills, but provides them with lessons and tools for building confidence and strengthening leadership. The Jr. Kings program offers clinics and training throughout the season, and intentional year-round structure enables families to enroll at any time, ensuring youth always have the opportunity to grow in their game and their lives.



Youth Basketball Initiatives

COURTSIDE CLASS

Presented by Mountain Mike's Pizza

In partnership with Mountain Mike's, the Courtside Class program continues to bring basketball directly into local schools' physical education classes. Through hands-on training and activity guides, youth gain interactive, skill-building experiences that promote teamwork, confidence, and a lasting love for the game– making each PE session an exciting opportunity to learn and play.



Awards

COMMUNITY CROSSOVER AWARD

presented by KAISER PERMANENTE®

Sacramento Kings player Malik Monk was honored with the 2025 Community Crossover Award for his outstanding contributions on and off the court. Recognized for his support of youth and single-parent families, Monk has used his platform to provide resources and opportunities that inspire positive change and strengthen the Sacramento community.



Community First. Always.

Building the future.
Opening doors.



6,971
tickets donated

$600K+
in community value



6,800+
youth reached through clinics, classrooms, and leagues

100+
events driving impact in Sacramento



Serving Our City.

Giving back. Showing up.
Leading with purpose.



$1.8M
Donated to Community Organizations



30+
community service, volunteer events and mentor activations

30+
player appearances



SOCIAL RESPONSIBILITY
Impact Report

Sacramento Kings 2024-2025

KINGS.COM/COMMUNITY

@KINGS_COMMUNITY