

SPURS

SPORTS & ENTERTAINMENT



INTEGRITY * SUCCESS * CARING

2021-22 IMPACT REPORT



TABLE OF CONTENTS

LIVE 4

LEARN.....12

WORK 20

PLAY 24

EVENTS/FUNDRAISING 33

TIMELINE 36



LIVE

SA DIGITAL CONNECTS

Spurs Give continued its support and efforts to fight the digital divide by donating \$50k to SA Digital Connects who publicly launched its roadmap in September. SA Digital Connects is a public/private/community investment in the San Antonio and Bexar County Community Digital Equity Plan and Roadmap, which will lead to future action

steps; including timelines, milestones, key stakeholder roles, and required investment for execution. At the end of the effort, SA and Bexar County will be prepared to make effective use of State (state funding) and Federal funding for key digital access and equity initiatives impacting households, students, older adults, vets, workforce, telemedicine, and the justice system.

HISPANIC HERITAGE MONTH EVENT

Spurs Give and Michelob Ultra hosted ‘A Celebration of San Antonio’s Unique Hispanic Culture,’ in honor of Hispanic Heritage Month. The event was held at the Missions Drive-In Theater where it featured a panel of local community leaders, a showing of the Netflix documentary ‘Truly Texas Mexican.’ Chef Johnny Hernandez and La Gloria restaurant catered this community centric experience, which featured an array of Michelob Ultra of beverages.

Partner: *Michelob*  **ULTRA.**





**DEVIN VASSELL'S
PEANUT BUTTER DRIVE**

Devin Vassell hosted a peanut butter collection in partnership with the San Antonio Food Bank. Devin and the Spurs encouraged fans to ‘Spread the Love’ by donating jars of peanut butter during holiday home games.

**6446
LBS COLLECTED**

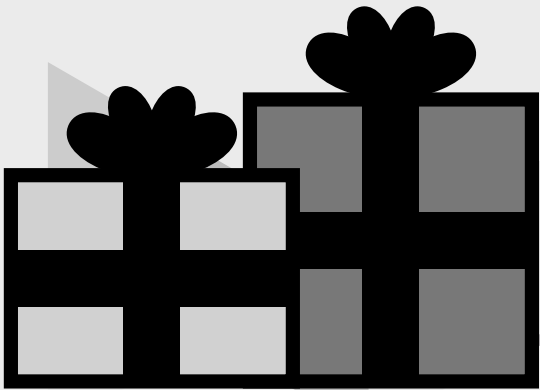
**KELDON JOHNSON
+ ELF LOUISE GIFT
DISTRIBUTION**



Keldon Johnson suited up as Santa to surprise 15 families on the city’s Westside with holiday cheer, gifts, and Spurs tickets in partnership with the San Antonio Housing Community and Elf Louise.

**H-E-B FEAST OF
SHARING EVENT AT
THE AT&T CENTER**

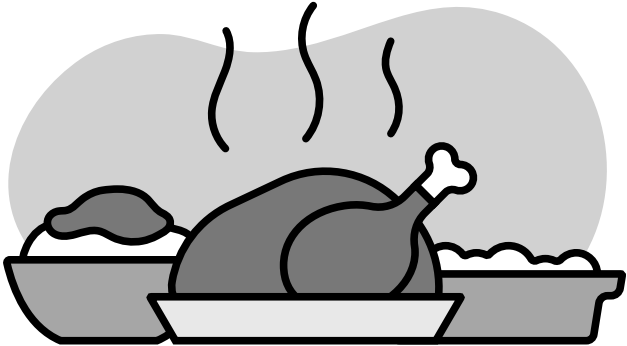
In partnership with the San Antonio Food Bank and with support from Spurs Give, H-E-B Partners (employees) along with community volunteers passed out more than 9,000 holiday meals, food, toys, and other festive goodies to fellow Texans in San Antonio.



**SPURS +
SAN ANTONIO
FOOD BANK
THANKSGIVING
DISTRIBUTION**

To celebrate Thanksgiving, H-E-B, the San Antonio Food Bank, and the San Antonio Spurs came together to distribute 200 Thanksgiving meals to families and senior citizens in the Westside community. Spurs players and SS&E employee volunteers joined the San Antonio Food Bank to distribute the meals with turkeys provided by H-E-B.

**200
FAMILIES
SERVED**



BLACK HISTORY MONTH COOKOFF EVENT

Spurs Give hosted the Black Heritage Month Cook-Off & Celebration in partnership with local nonprofit, San Antonio for Growth on the Eastside (SAGE). The free event, presented by Michelob ULTRA, showcased Black-owned food trucks, and their culinary skills to the community. Guests took part as judges by voting for their favorite food and the winner of the cook-off was featured at the 2022 Taste the Dream Gala, SAGE's annual fundraising event.



350
IN ATTENDANCE
25K
RAISED FOR SAGE

AMBASSADOR ANDREW YOUNG EVENT

San Antonio Spurs hosted a special conversation with Ambassador Andrew Young Jr., civil rights activist, ambassador to the United Nations and top aid to Dr. Martin Luther King Jr. During this conversation Ambassador Young was joined by musician and activist, Deon Jones, and local youth change agent and rising voice, Ayanna Brielle engaging the next generation of social justice leaders. Audience members received a sneak-peak at his upcoming book, *An Easy Burden: The Civil Rights Movement and the Transformation of America*. Ambassador Young was honored at halftime with a special jersey ceremony commemorating his significant contributions to social justice and equity for all. Ambassador Young met with Spurs and Warriors players post game for a few moments of conversation.



SPURS GIVE



WOMEN'S HISTORY MONTH GAME

Celebrating Women's History Month, SS&E held the first-ever all female broadcast crew before the Women's Empowerment Game in March. Former Spurs Assistant Coach, Becky Hammon, hosted a special conversation for the women of SS&E. SS&E donated \$10k to Family Violence Prevention Service's Battered Women's Shelter on behalf of Becky in-game.

NBA GREEN – GARDOPIA + YOUNG WOMEN'S LEADERSHIP ACADEMY

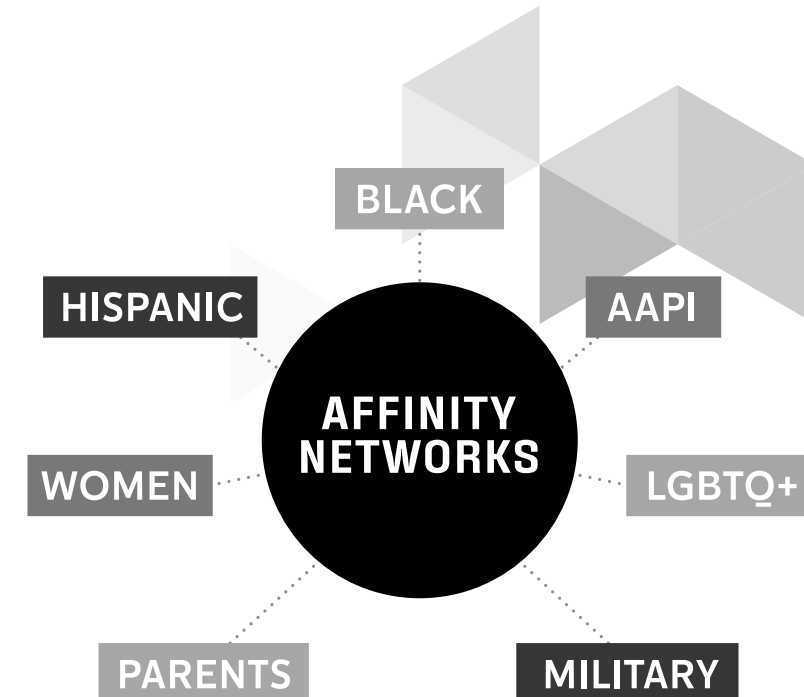


NBA Green is an initiative encouraging teams to explore ways of reducing their impact on the environment through community outreach programs. We worked alongside Gardopia Gardens, an education-based nonprofit specializing in urban agriculture that is located and focused on the East Side of San Antonio, and the Young Women's Leadership

Academy to help educate our future community leaders on environmental stewardship. Gardopia is working to transform a 1.5-acre park into an urban farm, with the goal of producing 10,000 pounds of food annually, addressing food security on the East Side.

AFFINITY NETWORKS

Last season, **7 inaugural Spurs Affinity Networks** were launched to include: Hispanic, Black, Asian American and Pacific Islander, Women, LGBTQ+, Parents and Military. Participation continues to grow as the program currently has **over 100 employees engaged in the Affinity Networks** as a member or ally, representing 24% of SS&E full time employees.



COMMITMENT TO RACIAL EQUITY

Spurs Sports and Entertainment committed **\$5 million** over the next five years to advance racial equity in collaboration with Corporate Partners for Racial Equity. These funds will support efforts within equitable education, economic opportunity, and safety and justice equity. Additionally, we contributed **\$28.3k to nonprofits** who provide access

and resources to historically divested communities and **\$1 million** over the next five years to the National Museum of African American History and Culture. Lastly, with a commitment to Justice + Equity efforts internally and externally, more than 35% of SS&E procurement vendor relationships are with small minority owned businesses.

LEARN

SCIENCE OF BASKETBALL

SpursGive launched its first annual Science of Basketball Program to provide hands-on STEM curriculum and programming to students throughout San Antonio and Austin. The SpursGive Science of Basketball curriculum utilized basketball examples to improve student interest and performance in STEM through hands-on project-based, social emotional learning.

191
STUDENTS

[AVERAGE NUMBER OF STUDENTS IMPACTED PER TEACHER]

34
TEACHERS

[TOTAL NUMBER OF TEACHERS ATTENDED]

6159
STUDENTS TOTAL

[TOTAL NUMBER OF STUDENTS IMPACTED BY TEACHER ATTENDEES]

Partner:  Frost

SPURS GIVE FELLOWS PROGRAM

23
STUDENTS IMPACTED

23
STAFF MENTORS

In partnership with Rise, the goal of the Spurs Give mentor program is to engage 1 on 1 with enthusiastic, passionate, and hardworking local young adults. The mentor program placed an emphasis on leadership development, funding/scholarships, college/career prep, and exciting opportunities as they navigate their next steps in life. Fellows came to the AT&T Center to showcase the community projects they had been working on throughout the program. This showcase was followed by a Spurs game where each person had the opportunity to meet with Sean Elliott and received \$10k to be used for post-high school education or career development goals.



WHAT'CHA READING PEP RALLY



Zach Collins joined students at the What'cha Reading 2021 Grand Prize Pep Rally at Sun Valley Elementary. The school logged the most reading minutes during the eight-week challenge, which is an annual program focused on promoting youth literacy by Spurs Give and Whataburger.

**1,129,225
MINUTES READ**

**2237 STUDENTS
PARTICIPATED**



**36 SCHOOLS
PARTICIPATED**

HOLIDAY CODING CAMP

Spurs Give gave kids the chance to create their own winter wonderland this past holiday season by teaming up with Youth Code Jam to host a free Holiday Coding Camp presented by Frost Bank. Virtual coding sessions were held on throughout the two weeks, which taught kids ages five-and-up how to code their own virtual snowmen.

**413
STUDENTS
REGISTERED**

SPRING BREAK CODING CAMP + MINI JAM

Kids grades K – 12 joined Youth Code Jam and the Coyote in this virtual, one-week coding camp (project focused on celebrating the Coyote's birthday). Beginners took part in introductory sessions led by Youth Code Jam computer programmers using MIT's Scratch technology. Scratch is one of the largest coding communities for children. Youth Code Jam and Spurs Give hosted a pre-game 'Mini Jam' as an end of camp celebrating for the coding campers. Coding Campers checked out interactive tech stations.



Partner: AT&T CENTER



KELDON'S MEET + GREET WITH LANIER HIGH SCHOOL

Keldon Johnson hosted the Lanier High School basketball teams at the Spurs game and surprised them with a \$10k donation to their basketball programs. KJ is forever grateful to Lanier for giving him a place to train during the pandemic, and it's blossomed into something much bigger.



\$10K DONATED TO LANIER'S BASKETBALL PROGRAMS

SCIENCE OF BASKETBALL FIELD TRIP

Teachers and students that participated in the Spurs Give Science of Basketball program had the opportunity to attend the Science of Basketball Field Trip at the AT&T Center. Students participated in hands on STEM based basketball stations at the AT&T Center. The Coyote and Hype Squad made a special appearance at the Field Trip.

TEACHER APPRECIATION WEEK ACTIVATION WITH SAFC

Spurs Give partnered with San Antonio FC to spotlight outstanding teachers in the San Antonio area during an SAFC home game. San Antonio ISD's **Teacher of the Year** winners received 2 free tickets to an SAFC home game and in-game recognition on Toyota Field's big screen. Spurs Give presented a check of \$5,000 to SAISD Foundation Executive Director, Judy Geelhoed, alongside SAFC player, Santiago Patino. One of SAISD's Teacher of the Year Winners participated in SAFC's pre-game ball delivery activation.

SUMMER READING CHALLENGE

The third annual Spurs Give Summer Reading Challenge for ages five to 14-year-old kids promotes continued engagement in literacy development throughout the summer months. During this virtual, eight-week challenge, more than 1,000 kids dove into their books and logged the number of minutes they spent reading. Participants who log their minutes-read by the end of the challenge had a chance to win San Antonio FC (SAFC) tickets, Spurs swag bags and more. ▶▶▶

1000 STUDENTS

[TOTAL NUMBER OF STUDENTS REGISTERED FOR THE SPURS GIVE SUMMER READING CHALLENGE!]





WORK

UNITED WAY CAMPAIGN

Spurs staff joined together to support United Way of Bexar County through a week of giving. From time to talent, the gifts from One SS&E aided community members to become strong, healthy, and self-sufficient. Bringing joy, hope, and opportunity to the lives of so many by providing for basic needs, these gifts helped families find strength and stability while creating environments to nurture the positive development of our children and youth.

\$24,264

TOTAL DOLLAR DONATION TO UNITED WAY

\$14,264.16 RAISED BY EMPLOYEES

\$10,000.00 CORPORATE DONATION

50

VOLUNTEER HOURS

[HOURS BENEFITING
UNITED WAY AGENCIES]

94

STAFF PARTICIPANTS

[MONETARY AND TIME]

NBA FOUNDATION GRANT – WESTCARE FOUNDATION

The NBA Foundation announced local organization, WestCare Foundation, as one of its newest grant recipients. On behalf of the Spurs, the NBA Foundation awarded WestCare \$200,000 to support the organization's work in mentoring and preparing youth across San Antonio and Bexar County to reach their full potential. This is the first NBA Foundation grant awarded to a local San Antonio nonprofit.

*FIRST NBA
FOUNDATION
GRANT
AWARDED
TO A LOCAL
SAN ANTONIO
NONPROFIT*

VOLUNTEERISM

The San Antonio Spurs and partners throughout the year recorded 1,413 volunteer hours throughout the course of the FY 21-22. The individual that was able to record the most volunteer hours was Kristin Johnson with 105 hours.

All top 10 volunteers were able to record at least 35 volunteer hours. The top 25 volunteers were able to record at least 10 volunteer hours.



IN-KIND DONATIONS

Throughout the year, SS&E helped 95 different organizations in San Antonio and surrounding communities reach their fundraising goals by providing in-kind autographed memorabilia and swag bags. 35 of those organizations focused on K-12 education and helping our next generation.

Spurs Give was able to help over 10 community events in each month for at least 9 of the 12 months. Spurs Give provided the most support during October, March, and April with over 25 approved items in each of those months.

ADDITIONAL WORK

In partnership with State Representative Gervin-Hawkins, SS&E hosted a state job fair at the AT&T Center where 416 young people ages 16-24 attended.

With a focus on advancing women in the workplace and sports industry SS&E took part in the GenHERation panel, a women in sports career panel, impacting over 50 young female college students.

SS&E hosted 49 students from Essence Prep Academy for a career day at the AT&T Center. Essence Prep was created to meet the educational, social, and emotional needs of black and brown children, and will and show that home zip codes are not predictors of educational success.

For the first time, our Spurs Sports & Entertainment University partnered externally with the Milwaukee Bucks, Charlotte Hornets, SWBC, and Brooks, to more 35 training sessions around Justice + Equity, reaching more than 385 people.

PLAY SA – WEST END PARK RIBBON CUTTING

Spurs Give and San Antonio's Parks & Recreation hosted a ribbon cutting ceremony for the area surrounding West End Park. The ceremony was followed by a youth basketball clinic for the community, led by Spurs Sports Academy, and a mental wellness session with Train the Mind with special guests, Spurs players Zach Collins and Tre Jones along with Joe Clark, Vice President, Youth Sports and Community Engagement for Spurs Sports

& Entertainment and Sean Whitehead, Sales Operations Manager for Coca-Cola Southwest Beverages, District I City Councilman Mario Bravo and Homer Garcia III, Director of San Antonio Parks and Recreation Department were also on hand for the celebration. The Coyote and Parker, the Parks and Recreation mascot, also made an appearance, along with a food truck from Burgerteca.



50
YOUTH IN ATTENDANCE



YOUTH ATHLETE ENGAGEMENT

During the 2021-2022 school year, **over 3,500 youth athletes** engaged with the Spurs through fitness and basketball curriculum, along with fan experiences at San Antonio and Austin Spurs basketball games.

Camps for the Summer of 2022 had **1,500 participants** within a ten-week span for youths ages 6-18 and are offered in San Antonio and the Austin Market. Spurs Summer generated more than \$550,000 in its 49th season.

Spurs Tournament Series is tipped off its **6th season** and hosted four tournaments in Austin and five tournaments in San Antonio with over **1,300 competitive youth basketball teams** and our largest tournament being the Spurs & AAS Nationals.

Marking its **15th** year, Spurs & AAS Nationals Tournament welcomed more than **600 top-level teams** with more than **5,000 young athletes** from over ten different states including teams from

Mexico. The tournament took place at the AT&T Center and across 50 basketball courts throughout the city, and over 12,000 visitors traveled to San Antonio from across the United States.

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The preliminary **gross revenue** result from the Spurs & AAS Nationals tournament is **\$775,000** with a net of \$400,000 to share with our partner All American Sports (AAS), (75%/25%). With the new Nationals partnership revenue share increased resulting in increased net revenue.

With the lifting of Covid-19 protocols, the Spurs Youth Basketball League **served over 7,000 youth and trained over 600 youth coaches**. The league was hosted alongside 15 different community partners from Bastrop, Austin, San Antonio, and surrounding communities.

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SPURS INCLUSIVE SPORTS LEAGUE

Spurs Inclusive Sports League provides sports training to young athletes of all abilities while creating an inclusive community where they can play a sport they love, improve their skills, and make memories. The inaugural basketball season began in December when players were placed on their teams to make up the new league when players will be placed on teams that will make up the new league. Starting in January, games will take place every Saturday at Morgan’s Wonderland Sports. This season included 60 young athletes ages 9-14, with and without intellectual disabilities. Spurs Sports Academy coaches will lead the six teams. The teams celebrated the end of their season at a Spurs game where they were highlighted in-game and enjoyed a pre-game meet and greet with Derrick White.

60 YOUTHS IMPACTED

SPURS YOUTH BASKETBALL LEAGUE

SPURS AND ACADEMY SPORTS + OUTDOORS SKATE NIGHT

On December 8, Tre Jones celebrated the holidays with three families at The Rotary Ice Rink at Travis Park. The families skated with the Coyote and Hype Squad, built gingerbread houses with Tre, and took pictures with Santa. Each family received gifts and a \$500 gift card courtesy of Academy Sports + Outdoors, Spurs Game Tickets, and a personalized autograph ball from Tre.



DERRICK WHITE AT MORGAN'S WONDERLAND

On December 10, Derrick White visited children at Morgan's Wonderland, an ultra-accessible theme park for children with disabilities. Derrick helped light the Christmas tree and posed for pictures with Santa while the park was transformed into a winter wonderland.



HOLIDAY HOOP DELIVERY PRESENTED BY ACADEMY SPORTS + OUTDOORS

In partnership with the San Antonio Food Bank and with support from Spurs Give, H-E-B Partners (employees) along with community volunteers passed out more than 9,000 holiday meals, food, toys, and other festive goodies to fellow Texans in San Antonio.



SPECIAL OLYMPICS AND HOME FOR THE HOLIDAYS GAME

Derrick White hosted young Special Olympics athletes as his special guests before the Home for the Holidays game. Athletes received a shopping spree at the Spurs Fan Shop and a meet and greet with Derrick before they enjoyed time in a suite for the night.

SPURS WHEELCHAIR BASKETBALL TEAM HALFTIME SHOW

The Parasports San Antonio Spurs Wheelchair Basketball Team attended a Spurs game with their families where they played a 7 minute 5 vs. 5 exhibition game on court during halftime. After the game, the team had a meet and greet with Spurs leadership and investors where they talked about what the team has accomplished and what it means to be part of the Spurs family.



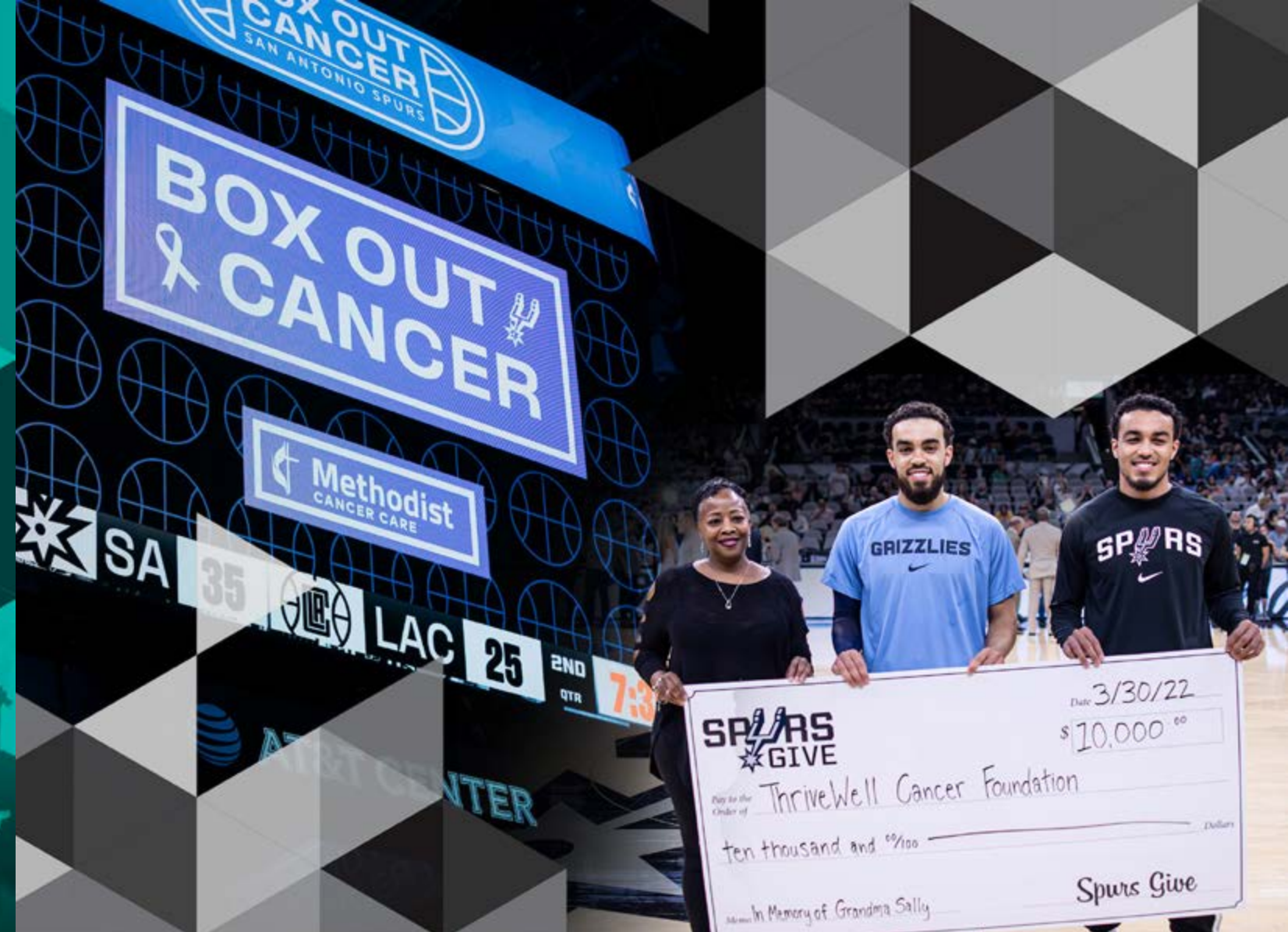
NBA 75TH ANNIVERSARY COURT UNVEIL

The San Antonio Spurs unveiled a newly renovated Spurs-themed basketball court at local organization, Karma Youth Empowered, Inc. (Karma) as part of the team’s NBA Cares 75th Anniversary Live, Learn or Play initiative. The court was on display as youth basketball teams began their summer leagues. Spurs player Tre Jones and Coyote were on hand during a community-wide celebration with food, music and family activities hosted by the

Spurs and Karma. In celebration of the NBA’s 75th season, the league worked with each NBA team to create and dedicate a Live, Learn and Play Center in their local communities. The Spurs and community partner, Frost Bank, added to the league’s contribution towards the project to renovate a new basketball court for youth who participate in programming at Karma. ►►►



EVENTS & FUNDRAISING



BOX OUT CANCER NIGHT

The San Antonio Spurs hosted their first-ever Box Out Cancer night presented by Methodist Cancer Care. We honored cancer fighters and survivors, while raising awareness and funds for the cause. As part of this effort, a group of Cancer Nurse Navigators joined the Spurs and Methodist Cancer Care as special VIP guests in a suite for the game. The group works with patients and their families through each step of a cancer survivor's journey. There was a moment of recognition during the game for all cancer fighters and survivors in attendance. The Spurs invited fans

to take part in a raffle to help Box Out Cancer for a chance to win one of three autographed Spurs player shoes, donated by Josh Primo, Tre Jones, and Thaddeus Young, as each player has personal ties to the cause. Raffle ticket proceeds benefitted local organization, ThriveWell Cancer Foundation. The Box Out Cancer effort concluded with a \$10,000 check presentation in-game to ThriveWell with Spurs player, Tre Jones, and his brother Tyus Jones later in the season when the Spurs played the Memphis Grizzlies.



SPURS FIESTA MEDAL FUNDRAISER

Spurs Give raised more than \$25,000 through its annual Fiesta Medal fundraiser. Fiesta® San Antonio is a celebration of San Antonio's rich and diverse cultures and today is one of this nation's premier festivals with an economic impact of more than \$340 million going towards provide services to San Antonio citizens throughout the year

FIESTA DE LOS SPURS RUN

The community was invited to join Spurs Give and get in the Fiesta® spirit for this family-friendly 'fun run' that took place before the Fiesta® Flambeau parade. Participants were encouraged by the crowd along the 2.5 mile parade route. A post-race celebration took place at Legacy Park in downtown San Antonio where guests cheered on the Spurs as they took on the Golden State Warriors for their last home game of the season. ▶▶▶



TIMELINE

