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PROLOGUE: A BRIEF HISTORY

The Charlotte Hornets Foundation is a 501(c)(3) with the sole purpose of building a stronger community, from our community, for our community.

When NBA legend Michael Jordan became majority owner of the Charlotte Hornets (then Charlotte Bobcats) in 2010, one of his top priorities was reinvesting in the community this team calls home. This led to creation of the Charlotte Hornets Foundation (previously Cats Care under the Bobcats).

The Charlotte Hornets Foundation aims to create a stronger Charlotte community through four key pillars that were identified through a collaborative process with community leaders: Education, Hunger, Military Care and Wellness. Individual initiatives have been established in these areas to reaffirm the mission that drives the work of the Charlotte Hornets Foundation and the organization's Corporate Social Responsibility department. For all of our community efforts, we use the slogan "Swarm to Serve," to help show the collective impact that we have.

The Hornets front office has led in a way that enables the Hornets brand to be synonymous with commitment, compassion and kindness, and the team's players and staff follow in the vision set forth by their owners. They attend and participate in community events, engaging with partners, nonprofits and other like-minded organizations in the process. They partake not to be seen, but because they truly care. Since its inception in 2010, the Charlotte Hornets Foundation has awarded over 250 grants, inspired over 10,000 individual volunteers and seen over 2,500 player appearances in the community participating in events. With the help of over 120 partnerships, the Charlotte Hornets Foundation has grown into the robust organization it is today.

The charitable arm of Hornets Sports & Entertainment, the Charlotte Hornets Foundation is committed to inspiring a philanthropic culture and strengthening the region through intentional partnerships, charitable giving and social projects in the areas of education, hunger, military care and wellness. The Charlotte Hornets Foundation encompasses the efforts of the entire organization, including the Charlotte Hornets, the NBA G League Greensboro Swarm, the NBA 2K League Hornets Venom GT and Spectrum Center.

In order to fund the numerous programs, the Charlotte Hornets Foundation relies heavily on contributions from corporate partners, individuals and fundraising events.

The impact the Charlotte Hornets Foundation makes is because of our partners, sponsors, fans and supporters. For that, we thank you.



OUR MISSION

To be a catalyst of change in the areas of Education, Hunger, Military Care and Wellness

OUR VISION

Shaping the Carolinas through our Swarm to Serve initiatives

BOARD MEMBERS



MICHAEL JORDAN
Chairman



JAMES JORDAN
President



BETSY MACK RINKE
Executive Director



FRED WHITFIELD
Board Member



JIM DUNLEVY
Treasurer





BY THE NUMBERS



3

The number of pillars within Hornets Sports & Entertainment's Social Justice Platform – Economic Mobility, Racial Equity and Voting.



300

The number of local minority entrepreneurs who have gained social and/or financial capital through the support of the Hornets Innovation Summit Presented by Bank of America since the inaugural event in 2021.



1,000+

The number of local students introduced to STEAM activities this year through Hornets initiatives, including Week of Service and the Futureshaper Design Experience.



\$140,000

The amount that the Charlotte Hornets Foundation awarded through grants this season to Charlotte-area organizations within our focus areas of Education, Hunger, Military and Wellness.



2.9 MILLION

The amount Charlotte-area nonprofit organizations have been awarded through grants from the NBA Foundation since its founding in 2020 with support from the Hornets.



\$30,000

The amount awarded annually to three deserving North Carolina college and university students through the annual Rick Bonnell Memorial Scholarship, Greensboro Swarm Scholarship and Hornets Venom GT Scholarship.



66,000

The number of students who have participated in a Barings Book Bus Show.



107,000+

The number of individuals who received a free meal on behalf of Food Lion Feeds and Second Harvest Food Bank of Metrolina through this season's Hunger initiatives including Cornucopia, Backpacks for Hunger and Dunk Hunger



100%

The percentage of Hornets programs and initiatives this year that helped build and encourage a diverse, equitable and inclusive society.



SOCIAL JUSTICE PLATFORM

Hornets Sports & Entertainment (HSE) has always been committed to social justice causes. In recent years, the organization has worked to be more intentional with its efforts, launching an official Social Justice Platform in January 2021, which includes elements related to economic mobility, racial equity and voting.







SOCIAL JUSTICE PLATFORM

Economic Mobility

Economic mobility is a topic that has been at the forefront of conversation locally for nearly seven years since a Harvard study ranked Charlotte 50th out of 50 among the country’s largest cities in economic mobility, meaning that a child born into poverty in Charlotte has a greater chance of remaining impoverished as they get older than any other major city in the United States. HSE hosts several annual programs and initiatives that aim to raise awareness of these struggles and help those in underserved communities increase social capital and provide resources, mentorship and education for those who need it.



Racial Equity

Defined as the systematic fair treatment of people of all races that results in equitable opportunities and outcomes for everyone, racial equity is another important issue that the platform addresses. Building on HSE’s internal priority of using an equitable lens when activating initiatives and programs, the organization’s racial equity efforts in the community focus on education and career development, economic advancement and social consciousness. In recent years, HSE has proudly added a focus to support Black-owned businesses whenever possible; restructured the Pick and Read program to highlight Black authors and books with Black main characters; and ensured the Barings Book Bus is stocked with similar books.

Voting

Building on the organization’s Swarm the Polls initiative launched in 2020, voting continued to be a focus in 2022-23. This year, the Hornets hosted a Swarm the Polls campaign for the City of Charlotte’s general elections and will continue to promote voting and help drive registration and turnout for local elections, not just every four years for national elections.





ECONOMIC MOBILITY: HORNETS INNOVATION SUMMIT

Presented by Bank of America

As part of HSE's focus on economic mobility, the Hornets Innovation Summit was launched to provide social and financial capital for minority business owners and entrepreneurs in the Carolinas. In 2023, the organization hosted its third annual Hornets Innovation Summit Presented by Bank of America, which was open to entrepreneurs and businesses that are at least 51% operated and controlled by minority group members and located within 150 miles of Spectrum Center, to submit pitches for a chance to receive a \$15,000 investment from the Charlotte Hornets.

Over 100 applications were received, which featured a one-minute video pitch about the applicant's business along with details on how the investment would support their endeavors. Fourteen applicants moved on to the second round, in which their video pitches were posted on [hornets.com](https://www.hornets.com) and social media for fan voting. Taking fan voting into account, as well as the initial application, an internal committee selected four businesses to advance to the final round, who then presented to a panel of judges that included Hornets Sports & Entertainment Executive Vice President & Spectrum Center General Manager Donna Julian, Bank of America Business Banking Market Manager Thomas Parks, The Lonely Entrepreneur Founder & CEO Michael Dermer, Latin American Chamber of Commerce of Charlotte CEO Gris Bailey and Weathered Souls Brewing Owner Marcus Baskerville. The live event was held at Spectrum Center on March 22, and in addition to the finalist pitches, featured two speakers sharing insights and business advice for entrepreneurs: Hornets Sports & Entertainment Managing Partner Curtis Polk and Hornets player Kelly Oubre Jr., who debuted his clothing brand Dope\$oul in 2021.

Ultimately, local entrepreneur Kevin Gatlin and his unique line of bedsheets and slumber bags for kids, Playtime Edventures, was selected as the winner of the third annual Hornets Innovation Summit. Playtime Edventures makes a variety of functional and educational bedding products designed to transform any child's bed into an exciting "edventure." Its best-selling product, the playtime bedsheet, has over 60 interactive games for kids to explore, play and learn, and features five languages, including Mandarin, Spanish, French and ASL. The full product line – including reversible slumber bags, story-time pillowcases and disposable fitted-sheet play pads – was originally created for children in hospitals and shelters as an alternative to excessive use of electronic devices and television.

In his live pitch, Gatlin shared social media videos showcasing how his products help entertain, teach and uplift kids during extended and short-term hospital stays, as well as within their homes. He also cited that as a "mission-based" company, a portion of the funding would be used to donate products to local hospitals and shelters.

"The Hornets really put their foot forward into the community in regard to helping minorities," said Gatlin in a video call with Oubre, who shared he was this year's Innovation Summit winner. "This is a really great opportunity for us. It took a team to create Playtime Edventures and to get our products into the hands of kids who really need them. We're really happy to now have the Hornets as part of our team."

Playtime Edventures was joined in the final round by curated self-care company Deauxs Lifestyle, Durham-based book café Rofhiwa Books and mobile cabana and bar experience Sipsy Cabanas. For the third straight year, every applicant received one year of complimentary resources from The Lonely Entrepreneur, a national nonprofit that provides current and aspiring entrepreneurs with knowledge, tools and support to grow businesses. Additionally, all second-round contestants, as well as the panel of judges, were invited to a special networking event at Spectrum Center to provide further social capital and awareness among participating businesses.





RACIAL EQUITY: SOCIAL JUSTICE POWER FORWARD PROGRAM

Racial equity remained a central focus for HSE throughout the 2022-23 season, with initiatives including the Hornets Innovation Summit focused on propelling minority populations forward. Under Coach Steve Clifford's guidance, the organization also spearheaded a new initiative – the Social Justice Power Forward program – to honor local community leaders who have made a difference in the realm of social justice issues, powering through obstacles and pushing forward to make a positive impact. Recipients were recognized via an on-court presentation during five home games throughout the season as well as a pregame VIP experience.

2022-23 Social Justice Power Forward recipients included:

- Clarence D. Armbrister, outgoing Johnson C. Smith University President, who has had an impressive 35-year career in the private and public sectors, including executive positions in education, law, government and finance. Since 2018, Armbrister has served as President of JCSU, Charlotte's only HBCU. Under his direction, JCSU has gained a national reputation for integrating liberal arts with business, science and technology in innovative, socially conscious ways in order to empower tomorrow's diverse entrepreneurial citizens and leaders.
- Kathryn Black, Bank of America Strategic Initiatives Executive, who currently leads Bank of America's Leader On Loan program, a cohort of bank leaders loaned to nonprofit partners to advance strategic priorities, and the bank's Enterprise Jobs initiative, an employer-led approach to building pathways into high-demand jobs with livable wages for underserved communities.
- Kate Fellman, Executive Director and Founder of You Can Vote (YCV), a permanent educational campaign to mobilize volunteers and build community leadership to help voters navigate the rules and cast their vote.
- Aaron Randolph, Executive Director and Co-Founder of Carolina Youth Coalition (CYC), who leads CYC's efforts to nurture and propel high-achieving, under-resourced students to and through college. The nonprofit, which was founded through a generous donation from the Albemarle Foundation, aims to provide high-potential students with the right tools and a strong support network in hopes they will spark lasting generational change and return to their communities as leaders, innovators and advocates for others.
- Ericia Turner, who is the first African American woman to hold the position of CMS Executive Director of Athletics. Turner played basketball at both the University of North Carolina and North Carolina A&T State University and today is widely known for placing equal emphasis on the importance of academic and athletic excellence.



VOTING: SWARM THE POLLS

HSE continued efforts surrounding the organization’s voting initiative, “Swarm the Polls,” in advance of the 2022 elections. Initially launched in September 2020, the campaign aims to educate the public about the importance of voting, inform people on how to vote, drive voter registration and encourage voter turnout, for both local and national elections.

The Swarm the Polls hub, hornets.com/go-vote, contains a variety of information and resources for voters in both North and South Carolina, including links to register to vote, check registration status, find polling places, request absentee ballots and more. The campaign aims to reach the area’s most vulnerable and marginalized communities, as research has shown that communities with the highest poverty rates have the lowest voter turnout rates due to two main deterrents: education and accessibility. Additionally, activations are focused on reaching young professionals and college students who may not be registered to vote or who need guidance on absentee voting in other jurisdictions.

“Our goal through the Swarm the Polls initiative is to ensure that as many people as possible across the Carolinas have the ability to participate in the electoral process and make their voices heard,” said Hornets Sports & Entertainment President & Vice Chairman Fred Whitfield. “We’re proud to do our part to help drive voter registration, access and turnout, especially within the area’s most vulnerable communities, which typically have the lowest voter turnout.”

Swarm the Polls activations leading up to the November 2022 election included:

- **Community Visits:** For nearly two months (from September 6 through November 5), the Barings Book Bus was out in varying communities across the Carolinas delivering educational information and helping individuals register to vote.
- **In-Game Promotion:** Representatives from You Can Vote were on Spectrum Center’s Main Concourse to promote voting and registration during all Hornets preseason home games and regular-season home games through Election Day, as well as the October 7 preseason contest at the Greensboro Coliseum.
- **Swarm the Polls Night:** The Charlotte Hornets hosted their first Swarm the Polls Night at the November 7 contest against the Washington Wizards, with a series of activations throughout the game focused on driving voter turnout on Election Day.

The Swarm the Polls Night also marked the first of five games where the Hornets honored an individual as part of the organization’s newly created Social Justice Power Forward program – launched to recognize community leaders who are doing a tremendous job of raising awareness, and providing support, in the various areas of social justice. The first honoree of this program was Kate Fellman, Executive Director and Founder of You Can Vote, an organized and effective non-partisan campaign to increase voter registration and voter turnout for people facing barriers to full civic participation.

Throughout the election cycle, fans were able to visit the Ally Community Corner to engage with You Can Vote staff and to pick up a limited-edition Hornets “Vote” shirt, designed exclusively for the Swarm the Polls initiative, and to benefit the Charlotte Hornets Foundation.

SWARM



the POLLS

HORNETS
SPORTS & ENTERTAINMENT

more about voting at hornets.com/go-vote

voting at hornets.com/go-vote



DIVERSITY & INCLUSION

The Hornets are proud to make diversity and inclusion a priority throughout the organization, including the celebration of different cultures and heritages.

AAPI Heritage Night

On November 17, 2022, the Hornets' AAPI (Asian-American Pacific Islander) Heritage Night celebrated community, well-being and the importance of culture during their game against the Washington Wizards. During the game, the Hornets featured AAPI-owned businesses, including CrossFit Kaiju, The Cactus Club and Society Social. The team's entertainers also wore shirts with "Charlotte Hornets" in Japanese to further promote the AAPI celebration.



Black History Month

Presented by Blue Cross and Blue Shield of North Carolina (Blue Cross NC) for the fifth consecutive year, Black History Month is an annual initiative featuring virtual and in-person events throughout February to celebrate past, present and future African American culture and heritage. The 2023 Black History Month theme was "Honor. Amplify. Celebrate."

"History in the Making: A Fireside Chat"

With Blue Cross NC, the Hornets hosted "History in the Making: A Fireside Chat" on Monday, February 6 – a powerful conversation that shed light on changemakers in the Charlotte community making positive contributions to our community and creating pathways for the next generation.

The chat was moderated by Hornets In-Arena Host Ohavia Phillips and featured Clarence Boston, Owner of Hippin' Hops Brewery; Dion and Davita Galloway, Co-Founders & Owners of DUPP&SWAT; and Elizabeth Trotman, President & CEO of One Catalyst Consulting.





Black History Month Youth Event

As part of HSE and Blue Cross NC’s joint Black History Month programming, Hornets players Bryce McGowens and Nick Richards joined 10 students from Charlotte Lab School at Spectrum Center for a creative art project designing custom basketball hoops that illustrated what Black culture meant to them, in collaboration with local creative hub and community space beSocial. Participants used a variety of materials, including paint, stencils and magazine clippings, for the project.

HBCU Networking Event

To celebrate the impact of Black history and HBCU excellence, HSE and Blue Cross NC hosted HBCU Night when the Hornets took on the Denver Nuggets on Saturday, February 11. The festivities began with an afternoon panel discussion of HBCU graduates discussing their paths to success with middle and high school students from around the Carolinas in a fun and engaging environment, followed by an HBCU fair for high school students. Prior to the game, current HBCU students and alumni came together for an HBCU Alumni-Student Mixer.

Somos Los Hornets

As part of the NBA’s annual celebration of the Latin American and Hispanic communities, Noches Éne-Bé-A, the Hornets leaned further into their annual themed game, introducing the “Somos Los Hornets” name, which translates to “We are the Hornets.” In conjunction with HSE’s Hispanic and Latino Employee Resource Group, Volemos Juntos, the game presentation included a guest host, Joel Silverio; a themed performance by the Honey Bees and Hive Hip Hop Crew choreographed by HHHC members who are Hispanic; themed in-game contests; and more. Additionally, two themed murals were added to Spectrum Center’s concourses, by local Latino artists.

Pride Night

The Hornets celebrated diversity and inclusion with their fifth annual Pride Night presented by Bank of America. The annual game—day celebration featured various themed digital activations, specialty retail items, giveaways, and halftime performances by Honey Bees and Hive Hip Hop Crew

Additional Pride Night activities included

- A themed Honey Bees and Hive Hip Hop Crew performance
- A Hornets LGBTQ shirt as Item of the Game
- Scoreboard graphics highlighting local LGTBQ+ business and nonprofits
- Charlotte Pride promoting upcoming events and providing giveaways to fans at the Ally Community Corner



Juneteenth

Juneteenth commemorates the emancipation of enslaved African American people in the United States. HSE's Black Flight Employee Resource Group, hosted a Juneteenth Cookout event to discuss the historical significance of the federal holiday, build community and share foods traditionally served to celebrate.



NBA FOUNDATION GRANTS

The NBA Foundation is a nonprofit organization that was established in 2020 in partnership with the National Basketball Players Association.

The Foundation, which is funded by all 30 NBA teams for its first 10 years, is focused on driving economic opportunity and empowerment in the Black community, particularly amongst youth between the ages of 14 and 24. They do so by partnering with both local and national organizations that support three critical employment transition points: obtaining a first job, securing employment after high school or college, and career advancement once employed. Examples include organizations that are dedicated to education and employment, including through investment in youth employment and internship programs, STEM fields, job shadows and apprenticeships, development pathways outside of traditional higher education, career placement, professional mentorship, networking and specific partnerships with Historically Black Colleges and Universities.



With support from the Charlotte Hornets Foundation, several local organizations, as well as national organizations with a Charlotte-area presence, have been awarded grants from the NBA Foundation totaling nearly \$3 million, including Young Black Leadership Alliance, Road to Hire, Carolina Youth Coalition, the National Center on Institutions and Alternatives, Year Up and Black Girl Ventures.





EDUCATION

Education is the cultivation of knowledge in preparation for a quality life.
It is the development of intellect, reason and judgement.

Education is an action of welcoming possibility, of encouraging and giving time to discovery. It is a social process to prepare one for his or her future and a belief that people may flourish. Education is a cooperative and inclusive activity that looks to help people make the most of their lives.



BARINGS BOOK BUS

The Barings Book Bus and Hugo’s Heroes of History presentation is a part of the Charlotte Hornets’ “Excellence in Education” initiative. The purpose and goal of this program is to demonstrate the importance of reading to elementary school children in an effort to address one of Charlotte’s greatest educational issues – youth literacy.

This full-service literacy bus encourages reading and learning programs for youth between the ages of 5 and 11 and holds approximately 3,000 books. The Barings Book Bus travels to elementary schools in and around the Charlotte area, where Hugo the Hornet performs an interactive and entertaining program that inspires students to pick up a book and read every day. After the program, up to 75 students from each school are able to go through the Barings Book Bus and pick out a new book to take home.



BARINGS BOOK BUS

BY THE NUMBERS

Books	15,000
Miles	6,000
Students	66,000
Shows/BB Appearances	200



In an effort to increase the number of incoming children’s books, the Charlotte Hornets worked with local nonprofit Promising Pages to engage book-rich elementary schools, resulting in the collection of nearly 6,000 books to donate to local Title I schools in need.





FORMER INMATES TEACHING TODAY'S STUDENTS (F.I.T.T.S.)

The Charlotte Hornets partnered with Former Inmates Teaching Today's Students (F.I.T.T.S.) for the fifth consecutive year in an effort to facilitate positive change within our community. The organization aims to make our communities better by instilling hope and positivity in the lives of its students who are at risk. Working with formerly incarcerated individuals who are now productive members of society, the former inmates speak directly to the students, providing guidance from their own experience.

Earlier this year, the Charlotte Hornets hosted Sr. U.S. Probation Officer Artie Swinton and students from the F.I.T.T.S. program for a panel discussion and Q&A, which also included a visit from HSE President & Vice Chairman Fred Whitfield.



FUTURESHAPER DESIGN EXPERIENCE

The Charlotte Hornets and Honeywell partnered with local nonprofit Digi-Bridge to facilitate the second annual Futureshaper Design Experience – a multi-week 3D design and printing course for a group of 15 middle school students, who this year were charged with creating eyewear for Hornets player Kelly Oubre Jr.

The project, which was launched in 2022 to introduce the idea of fashion and design as an alternative career path in STEAM, culminated with an interactive Futureshaper Design Showcase at Spectrum Center, where students presented their printed eyewear designs to Oubre, who later incorporated some of the pieces into his game-day looks.

The participants met with Digi-Bridge instructors weekly to learn about the design-thinking process and work on their designs. The group began by conducting a virtual fashion consultation with Oubre to learn about his personal style and inspiration, and they also attending a Creativity and Design workshop at Social Status – a Plaza-Midwood boutique – where they practiced taking creative risks and having the confidence to ‘think loudly and boldly’ when designing. Throughout the initiative, experts from Honeywell and the Hornets served as mentors to the students, acting as subject matter experts, while also assisting with technical questions and design troubleshooting.





HORNETS LEGACY PROJECT

Powered by LOWE'S

This year, the annual Hornets Legacy Project Powered by Lowe's funded a 13-week workforce development program in the Grier Heights community, created by nonprofit POTIONS & PIXELS.

During the program, 20 students who live in or have a connection to the Grier Heights community, learned fundamental, high-demand electrical skills in order to pursue careers in electrical construction. In addition to hands-on training led by EIG Electrical Systems, participants received an hourly stipend, equipment, tools and a variety of industry certifications including OSHA 10, Aerial & Scissor Lift and CPR & First Aid. Participants were also exposed to and became comfortable engaging with a variety of technologies, including both augmented and virtual reality, and career pathways such as solar energy and telecom wiring that are shaping modern electrical construction.

The goal of the collaborative partnership was to not only provide opportunities for economic mobility within the Grier Heights community, but also to help change the perception of skilled trades by educating others about the work tradespeople do. After previously focusing on refurbishing community basketball courts in local parks from 2016-2019, the Hornets Legacy Project Powered by Lowe's shifted its focus in 2021 to supporting projects in the Grier Heights Community, beginning with providing renovations to the historic Grier Heights Community Center.





HORNETS WEEK OF SERVICE

The Charlotte Hornets, in partnership with Bank of America, hosted the 2023 Hornets Week of Service Monday, August 7, through Friday, August 11. This year's Week of Service focused on alleviating back-to-school anxiety and jitters. Throughout the week, volunteers from the Hornets and Bank of America partnered with local organizations and schools on five intentional projects – one per day – designed to relieve teachers, families and students of the financial stressors and emotional strains that often influence how prepared students are for the school year.



2023 Week of Service projects included:

Day 1 – Volunteers helped Digi-Bridge build 1,000 STEAM Kits that were distributed to students at CMS Title I schools to provide access to science, technology, engineering, art and math activities throughout the school year.

Day 2 - Volunteers supported Freedom Communities and its Moms Moving Forward program with interior organizational tasks and various campus beautification projects.

Day 3 - Volunteers visited First Ward Creative Arts Academy to help Charlotte-Mecklenburg Schools (CMS) pack totes with essential classroom supplies and notes of appreciation for teachers at several of its schools.

Day 4 - Volunteers helped Promising Pages build and stock a new little free library, as well as clean, sort and do minor repairs on children's books to get them ready for distribution.

Day 5 - Volunteers visited Bruns Avenue Elementary School to help with back-to-school projects, including painting a new mural in the cafeteria, campus beautification and more.





PICK & READ

The Hornets Pick & Read Program presented by TIAA, which targets elementary and middle school aged children, consists of monthly webinars featuring Black and minority children’s authors whose books feature subject matter around social justice or racial equity and/or highlight characters of color. The program, which encourages better representation in student literature during the school year, also promotes the power of diversity, inclusion and equality among participants.

Each month, the hosting author reads a portion of his/her story to students, then participates in a short discussion with students, a Hornets emcee and Hugo the Hornet. Each teacher who attends a Pick & Read program is entered into a raffle for the chance to receive 50 free books for their students.

In 2022-23, approximately 4,000 students participated in the Pick & Read program, which featured the following authors:

- October 2022: Carmen Agra Deedy, “The Rooster Who Would Not Be Quiet!”
- November 2022: Lauren Tarshis “I Survived. The Wellington Avalanche, 1910”
- December 2022: Patrice Gopo, “All the Places We Call Home”
- January 2023: Rosanne Tersiigni, “We Love One Another”
- February 2023: Vanessa Brantley Newton, “Queen of Kindergarten”
- March 2023: Pam Munoz Ryan, “Echo”
- April 2023: Darryl McDaniels, “Darryl’s Dream”
- May 2023: Mike Deeney, “Avery and Masa, Protectors of the Endangered

Over 400 books were donated to students who attended.







	CHARLOTTE HORNETS FOUNDATION	DATE MARCH 1, 2023
PAY TO THE ORDER OF	BIANCA RODRIGUEZ	\$10,000 ⁰⁰/₁₀₀
TEN THOUSAND AND 00/100		DOLLARS
FOR RICK BONNELL MEMORIAL SCHOLARSHIP		 CHARLOTTE HORNETS

RICK BONNELL MEMORIAL SCHOLARSHIP

In an effort to honor the legacy and impact made on the organization, its fans and the city of Charlotte by former Hornets beat writer Rick Bonnell, who passed away in June 2021, the Charlotte Hornets Foundation created the Rick Bonnell Memorial Scholarship among other tributes in his honor. The scholarship awards \$10,000 annually to a journalism student enrolled at a North Carolina college or university.

Bianca Rodriguez, a first-generation college student at UNC Charlotte, was selected as the second recipient of the Rick Bonnell Memorial Scholarship.

“We’re proud to keep Rick Bonnell’s memory alive by continuing to recognize his commitment to journalism and passion for mentoring young reporters,” said Hornets President & Vice Chairman Fred Whitfield. “Out of many deserving applicants, our review panel – which included Rick’s children, Claire and Jack – was particularly drawn to Bianca’s story and her dream to share stories from around the world with those who may not be able to have those experiences firsthand. We are excited to see what Bianca accomplishes as she pursues a career in journalism.”

Bianca shares Bonnell’s passion for writing, having served on the staff of the school’s *Niner Times* and its on-campus cultural magazine, *Midas Magazine*. In her application, Bianca shared that she wants to use her journalism degree “to advocate for those who have no voice” and her dream to “be the bridge and make sure everyone’s voice is heard.” She hopes to study abroad to learn about reporting in other parts of the world and plans to pursue a career in journalism following her graduation.





SWARM TO SCHOOL / ATTENDANCE+

In February 2023, Communities In Schools of Charlotte-Mecklenburg (CIS-Charlotte), in partnership with Charlotte-Mecklenburg Schools (CMS) and the corporate community, including Hornets Sports & Entertainment, launched “Attendance+” – a new initiative designed to combat chronic absenteeism and boost student attendance.

Attendance+ is a multi-school, rewards-based program that incentivizes students, families and teachers to actively engage in learning. Community partners donate resources and incentives, such as tickets to sporting events, museums and concerts, while CIS leverages those incentives to motivate behavioral change to improve overall school attendance.

In support of the program’s launch, Bank of America and the Charlotte Hornets held a tipoff “Swarm to School” event at Quail Hollow Middle School, one of the Title I schools in which Attendance+ operates. The two organizations, with the help of Hornets players Gordon Hayward and Mark Williams, unveiled a co-branded book vending machine, to provide another form of student incentives and rewards. The vending machine is coin-operated, and students receive tokens for meeting individual attendance goals determined by school counselors and staff.

“We are excited to support the new Attendance+ program and to encourage students to attend school,” said Hornets Sports & Entertainment President & Vice Chairman Fred Whitfield. “A strong education will be vital for these students as they get older and move on to the next stages of their lives, and it is important that we do our part to help ensure that they are in school to receive that education. We are proud to join Communities In Schools, Charlotte-Mecklenburg Schools and Bank of America in this effort, and we hope that other companies will engage in this initiative so every school that needs a vending machine can have one.”





CHARLOTTE
HORNETS





EDUCATION GRANT

The Charlotte Hornets Foundation awarded its annual Education Grant to Charlotte-based The Nest Academy, a K-12 private school founded to change the life trajectory of refugee, immigrant, underprivileged and at-risk children. The \$25,000 grant was used to create an urban community garden, including enclosing the necessary space and purchasing 12 tower gardens that allow the students to grow fruits and vegetables for the school’s Farm to Table lunch program.

Hornets player Kai Jones visited The Nest Academy to help students finish a paint-by-numbers mural in the new space – designed by North Carolina-based illustrator and muralist Raman Bhardwaj – that represents the growth and inclusivity the garden fosters.







HUNGER

Everyone feels hungry on a daily basis. Most people are able to satisfy this need. However, some people don't have the option of eating when they are hungry. They do not get enough calories or essential nutrients. They have one primary focus — how to feed themselves and their children today and tomorrow — and they have little energy for anything else.

The cause of hunger is not a shortage of food but rather a lack of access to food. People living with food insecurity do not have a stable, reliable means of getting the meals they need to lead an active and healthy life. Because food is one of our most basic needs as humans, it can affect nearly everything we do.

Hunger can tear people and families apart emotionally, physically and spiritually. Hunger threatens our children and our nation's future.



BACKPACKS FOR HUNGER

Backpacks for Hunger is one of several annual initiatives in which HSE partners with Food Lion Feeds to support Second Harvest Food Bank of Metrolina. This year marked the third annual event, where volunteers from the Hornets and Food Lion joined Hornets Head Coach Steve Clifford and Hornet guard Bryce McGowens in packing 3,000 backpacks with eight nutritious, ready-to-eat meals for students facing food insecurity.

Hornets Sports & Entertainment Executive Vice President & Chief Operating Officer and Charlotte Hornets Foundation President James R. Jordan and Hornets Sports & Entertainment Vice President of Corporate Social Responsibility and Charlotte Hornets Foundation Executive Director Betsy Mack surprised Second Harvest Food Bank of Metrolina Chief Executive Officer Kay Carter with a \$15,000 donation at the event, in recognition of the organizations' long-time partnership.







CORNUCOPIA

The Charlotte Hornets and Food Lion Feeds provided Thanksgiving meals to 1,000 families in need at the Hornets' 12th annual Cornucopia event. This year, the entire Hornets team and coaching staff helped distribute food at Spectrum Center, along with Hornets executives, ambassadors and staff, Food Lion executives and associates, Coca-Cola Consolidated executives and staff, and Second Harvest Food Bank of Metrolina volunteers.

Food Lion Feeds donated all the ingredients for a warm Thanksgiving meal: turkey, stuffing, mashed potatoes, cut yams, sweet peas, whole kernel corn, macaroni and cheese and cranberry sauce. Hornets partner Coca-Cola Consolidated provided a two-liter bottle of Dr Pepper or Diet Dr Pepper for every meal. Each meal contains enough food to feed a family of four, resulting in approximately 4,000 people being served.

This annual collaboration is a united effort to address the needs of local families facing hunger.





DUNK HUNGER FOOD DRIVE

The Charlotte Hornets and Food Lion Feeds partnered to host the 16th annual Dunk Hunger Food Drive benefiting Second Harvest Food Bank of Metrolina in March 2023.

According to Feeding America, North Carolina has the ninth-highest food insecurity rate in the country, and nearly one in seven people – including one in five children – struggle with hunger.

During the month of March, Food Lion donated 1,000 meals for every dunk recorded by the Hornets in both home and away games. The 2023 Dunk Hunger initiative resulted in a record donation of over 100,000 meals for neighbors in need.

FOOD LION FEEDS SHOPPING SPREE

Hornets players went out to Food Lion twice this season to take local families shopping!

For the first shopping spree, Hornets players Cody Martin and PJ Washington, along with Hugo the Hornet and the Honey Bees, helped two families shop for all the essentials of a warm holiday meal. Later in the season, Hornets players Dennis Smith Jr. and Svi Mykhailuk accompanied two families as they shopped for their weekly grocery needs.

The four families were selected by Second Harvest Food Bank of Metrolina.

STREET TURKEYS

During the holiday season, the Hornets and Food Lion Feeds partnered to donate turkeys to WFNZ's annual Street Turkeys initiative the day before Thanksgiving, which benefited local feeding agencies Second Harvest Food Bank of Metrolina and Loaves & Fishes / Friendship Trays. In 2022, the Hornets were proud to donate over 500 turkeys.





HUNGER GRANT

The Charlotte Hornets Foundation donated \$25,000 to Huntersville-based Angels & Sparrows as its annual Hunger Grant.

Angels & Sparrows – a Community Table and Resource Center that empowers underserved families to reach their potential by providing access to food security and educational opportunities that lead to a fresh start – used the donation to purchase a new convection oven, ice maker and induction range for its year-round community kitchen, which serves over 450 marginalized families in North Mecklenburg County. Since its founding, Angels & Sparrows has served over 1.5 million meals in its community dining room. In addition, it offers an outdoor marketplace, an emergency food pantry for free groceries and a Summer Bag Lunch Program for kids who are risk of going hungry when school is not in session.

In addition to food assistance, Angels & Sparrows also provides assistance with health, education, housing and finances.







MILITARY CARE

Military initiatives support and recognize active service members, veterans, their families and families of the fallen. Civilians and military members together can address our communities' greatest challenges.

The mission of the military is to provide the forces needed to deter war and to protect the security of our country. From the moment our citizens join the armed forces, through their assignments and deployments, and as they transition back to their communities, these brave men and women deserve our support and gratitude for their contributions to our nation.

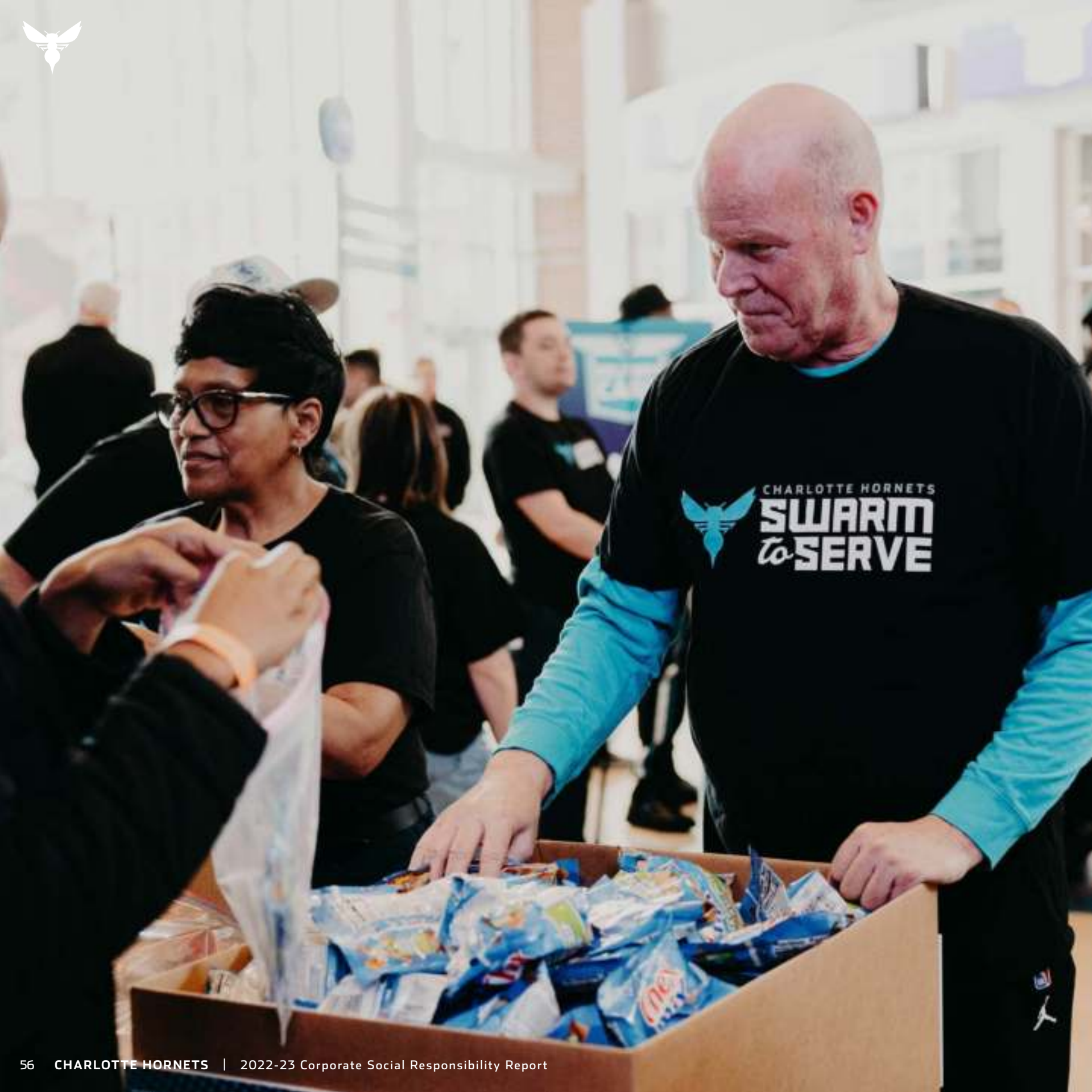


HORNETS SALUTE

Hornets Salute – a program developed in conjunction with USO North Carolina – recognizes active military service members of the U.S. Armed Forces in both North and South Carolina. At various home games throughout the season, the Hornets host groups of eight active military service members, representing each branch of service, who receive a VIP experience and are recognized on screen during the game.







MILITARY CARE

Volunteers from the organization, including the entire Hornets team and coaching staff, packed 3,000 care kits for U.S. military service members in the ninth annual Military Care event on Monday, April 3, at Spectrum Center.

The care kits, which included snacks and thank you notes, were distributed by the USO North Carolina to U.S. military service members preparing for and returning from deployment at Camp Lejeune (Jacksonville, NC), Fort Bragg (Fayetteville, NC) and Seymour Johnson Air Force Base (Goldsboro, NC).

Executives and volunteers from the USO North Carolina, as well as active-duty service members representing all branches of the U.S. military, were in attendance.

“This annual initiative allows us to show our troops how much we appreciate them,” said Hornets Sports & Entertainment President & Vice Chairman Fred Whitfield. “Our organization is committed to supporting our military at every stage of their service, including pre- and post-deployment. We are pleased to continue working with USO North Carolina to distribute these care kits to service members stationed across the state.”





OPERATION HORNET

The Charlotte Hornets partnered with the Armed Services YMCA Fort Bragg (ASYMCA) and their Operation Hero Program – a free afterschool program for military kids – to launch Operation Hornet.

Operation Hero was designed to address challenges often faced by military children, such as feelings of isolation, self-doubt, frequent or long-term deployments by one or both parents and academic difficulties due to frequent moves. In addition to providing school supplies and programming, the Hornets put on a basketball clinic for students at the ASYMCA as part of the Operation Hornet initiative. Prior to the clinic, the Hornets Book Bus performed a show and the Honey Bees celebrated with the students.

A few weeks later, the Hornets invited participating students – and their families – to attend a Hornets matinee home game, where they received a VIP experience including an arena tour and a swag-filled gift bag.







YELLOW RIBBON

The Hornets honor and recognize military veterans and retirees for their unwavering service to our country and their impact in the community at various home games throughout the NBA season.

2022-23 Yellow Ribbon Recipients included:

- Executive Director of the Armed Services YMCA Fort Bragg Jeremy Hester (November 2022)
- Brigadier General Michael Wholley, USMC, Retired (February 2023)
- Former U.S. Army Specialist Leah Schumacher (March 2023)





MILITARY GRANT

The Charlotte Hornets Foundation provided its annual Military Grant to The Independence Fund – a Charlotte-based, national nonprofit committed to empowering wounded, injured, or ill veterans – to purchase an all-terrain trackchair for U.S. Army Veteran Anthony Bailey through its Mobility Program.

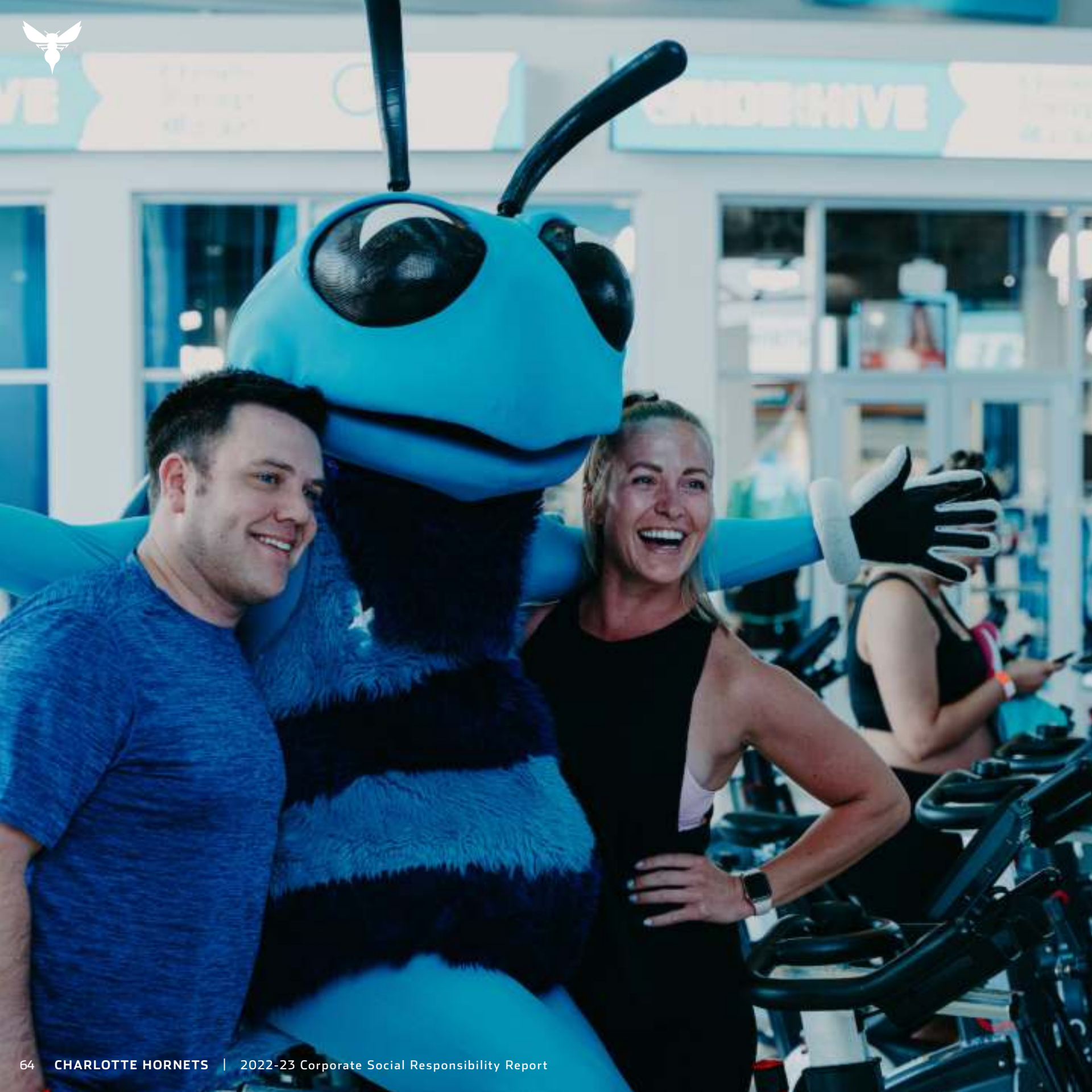
“As a veteran myself, I am proud that our organization is working with The Independence Fund, which has helped thousands of wounded veterans overcome physical, mental and emotional wounds incurred in the line of duty,” said Hornets Sports & Entertainment Executive Vice President & COO and Charlotte Hornets Foundation President James R. Jordan, who served 31 years in the U.S. Army. “The work that The Independence Fund is doing through its Mobility Program is truly amazing, enabling veterans to once again do the things they love.”

Bailey, who resides in Sumter, South Carolina, served in the U.S. Army from 1982-1986 as a light wheel vehicle mechanic. He spent time in Germany, at Fort Bragg and in overseas conflicts in Panama and Honduras. The trackchair will help him manage the symptoms of his ALS, which limit his mobility, and allow him to go into the woods, which he describes as his happy place.

“Since 2007, The Independence Fund has been empowering severely wounded Veterans and their Caregivers to find freedom from their injuries - physically, emotionally, mentally, and spiritually,” said The Independence Fund CEO Sarah Verardo. “It’s our honor and greatest joy to provide the resources and tools, such as this trackchair, that enable Veterans to regain their independence, and fight for their ability to sustain it.

“It is a privilege to work with community partners and leaders, like the Charlotte Hornets, who understand the breadth of need in the Veteran community. Their continuing support is making an immediate and meaningful impact.”





WELLNESS

Wellness is a multidimensional state of being describing the existence of positive health in an individual as exemplified by quality of life and a sense of well-being. Wellness is an active process of becoming aware of and making choices toward a more successful existence and a more fulfilling life. More than simply being free from illness, wellness is a dynamic means of change and growth.

Wellness is a holistic concept that encompasses lifestyle, mental and spiritual well-being, and environment. Maintaining an optimal level of wellness is absolutely crucial to living a higher quality life; everything we do and every emotion we feel relates to our well-being.



BEE-BALL FOR ALL

In an effort to spread a love for the game of basketball among local youth, the Charlotte Hornets continued their “Bee-Ball for All” program, which was officially launched in July 2021. As part of the initiative, the organization distributed 10,000 free Bee-Ball for All basketballs to children ages 5-17 in the Charlotte community, 5,000 of which were disseminated through the YMCA of Greater Charlotte’s youth programs with the remaining 5,000 to be disseminated through other local youth organizations.





HOLIDAY HOSPITAL VISITS

The Hornets proudly support the children at Novant Health Hemby Children’s Hospital. Two times this season, players surprised patients to put them in good spirits and share Hornets-filled goody bags.

Hornets players Cody Martin and Mason Plumlee visited patients at Novant Health Hemby Children’s Hospital in October 2022, reprising the team’s traditional Halloween-themed appearance for the first time since prior to the COVID-19 pandemic. Plumlee and Martin dressed in Monsters Inc. costumes – Mike and Sully, respectively – and were joined by Hugo the Hornet as they went room-to-room to deliver Halloween gift bags to children and their families.

The second visit came on Valentine’s Day, when Hornets players JT Thor and Dennis Smith Jr. and Hugo delivered themed gift bags and cards.







HUGO’S LITTLE HEROS

For the eighth consecutive year, the Charlotte Hornets celebrated Hugo’s Little Heroes at various home games throughout the season. Hugo’s Little Heroes presented by Coca-Cola Consolidated spotlights local youth from the Bee Mighty program, who have encountered challenges and persevered as Neonatal Intensive Care Unit (NICU) graduates and makes them Hugo’s Little Hero for a game.

This season, our Hugo’s Little Heroes were:

- November 16—Kamille
- December 14—Annie & Avery
- January 16—Savannah
- February 5—Owen
- March 26—Maelee





NBA FIT WEEK

Every year the Hornets support NBA Fit Week, the league’s comprehensive health and wellness platform that encourages physical and mental wellbeing for fans of all ages.

Throughout the week, video content promoting physical and mental wellness led by Hive Entertainment members was shared on Charlotte Hornets and Charlotte Hornets Community social platforms.







PASS THE PLATE

The Charlotte Hornets, Blue Cross and Blue Shield of North Carolina (Blue Cross NC) and the YMCA of Greater Charlotte teamed up to host a friendly, healthy cooking competition for 12 kids from various YMCA locations across Charlotte for the Hornets’ annual Pass the Plate initiative. Participants worked in groups and with Hornets players, learning to cook a healthy, nutritious recipe using simple ingredients found in every household.





SPECIAL OLYMPICS CLINIC

The Charlotte Hornets hosted a basketball clinic for 55 Special Olympics North Carolina (SONC) athletes at Spectrum Center in partnership with Gatorade, marking the return of the annual event, which was held for 15 straight seasons from 2004-05 through 2018-19 prior to a three-year hiatus due to the COVID-19 pandemic.

The clinic – which was conducted by the Hornets Hoops staff and attended by Hornets Ambassadors Muggsy Bogues, Dell Curry and Matt Carroll – focused on skills such as dribbling, passing, shooting, rebounding and defense. Participating athletes also received a T-shirt and Gatorade souvenirs.

Prior to the clinic, Hornets Sports & Entertainment Vice President of Corporate Social Responsibility & Charlotte Hornets Foundation Executive Director Betsy Mack presented a \$10,000 grant to SONC Vice President of Development Susan Doggett on behalf of Gatorade and their Equity in Sports Initiative. The grant will support SONC’s programming and resources to help continue to fuel their athletes’ journeys.







WELLNESS GRANT

In August 2022, the Charlotte Hornets Foundation announced it had committed its annual \$25,000 Wellness Grants for both 2022 and 2023 to the YMCA of Greater Charlotte, totaling a \$50,000 donation to help the organization launch a new Adaptive Basketball, Cheer & Dance League.

To celebrate the inaugural season of the league, a preview celebration was held at the Keith Family YMCA for interested families to learn about the league as well as other adaptive sports opportunities available throughout the year. As part of the event, the Honey Bees participated in a dance demonstration, while attendees were also able to visit the Barings Book Bus, where books and Hornets “Bee Ball for All” basketballs were distributed.

Nearly a year later, in June 2023, Charlotte Hornets NBA Draft picks Brandon Miller and Nick Smith Jr. visited the Stratford Richardson YMCA the day after the draft for their first community appearance – a skills clinic hosted by the YMCA of Greater Charlotte’s Adaptive Basketball, Cheer & Dance League.

“The YMCA of Greater Charlotte is an incredible organization that has been dedicated to building stronger and healthier kids and families for many years,” said Hornets Sports & Entertainment President & Vice Chairman Fred Whitfield. “We have seen first-hand that sports have the power to change lives. We’re very proud to support the YMCA in creating an adaptive sports league that we hope provides diversely-abled athletes across our community with new friendships and skills.”





NBA CARES INITIATIVES

NBA Cares is the league's global social responsibility program that builds on the NBA's mission of addressing important social issues in the U.S. and around the world.

Each year, the Charlotte Hornets seeks additional ways to support the local Charlotte community, as part of the larger NBA Cares initiative.



SEASON OF GIVING

Members of the Charlotte Hornets organization could be found throughout the community during the 2022 holiday season.





TINSELS & TIDINGS

To tip off the season, the Hornets and Guy Roofing hosted a two-day community initiative, Hornets Tinsel & Tidings presented by Guy Roofing, providing holiday cheer and presents for a group of students at Charlotte-Mecklenburg’s Billingsville Cotswold Elementary School.

On Thursday, December 15, Hornets and Guy Roofing team members visited the school’s Cotswold campus, where they helped 20 participating children create ornaments made from melted plastic cups and write individual wish list letters to Santa. Each child was encouraged to identify “gift” wishes for their family, the world and themselves. Volunteers then used the letters to shop for gifts for the kids, which were delivered during a surprise holiday party held several days later at the school’s Billingsville campus. Hugo the Hornet, members of the Honey Bees and members of the Hive Hip Hop Crew also attended the celebration. In addition to gifts from their wish list, each student received a board game to play with their family and friends over the holidays and beyond. Additionally, several Hornets players launched their own events and initiatives which included:







PLAYER HOLIDAY EVENTS

- Jalen McDaniels hosted a Thanksgiving event at Charlotte Rescue Mission where he catered a full Thanksgiving meal for families involved with the organization's residential recovery programs. He also supported the organization in purchasing turkeys for families in need.
- Kelly Oubre Jr. took 10 middle school students on a surprise holiday shopping spree at the Converse Factory Outlet.
- Terry Rozier hosted his fifth annual "Merry Terry Christmas" where he surprised a family with gifts from their wish list, in addition to giving new queen-size mattresses to Charlotte Family Housing for families transitioning from the shelter into their own housing, providing baby necessity gift packs to Baby Bundles, and restocking the Moms Moving Forward pantry at Freedom Communities with essential household items for children and families who turn to the organization for assistance during times of crisis.
- Dennis Smith Jr. worked with several non-profits across his hometown of Fayetteville, N.C. to invite kids to Spectrum Center for a special VIP holiday experience, which included transportation to Charlotte, tickets to a game, goody bags, food and most importantly, quality time with Dennis before tipoff.





MARTIN LUTHER KING JR. DAY

The Martin Luther King Jr. holiday is an official day of service and celebrates the civil rights leader’s life and legacy.

To tip off Black History Month and in honor of MLK Day, volunteers from the Charlotte Hornets and Blue Cross NC spent January 10 at Second Harvest Food Bank of Metrolina, helping to inspect, sort, and pack donated product for distribution to local shelters, emergency pantries and soup kitchens in 24 counties across the Carolinas.







OTHER HSE PROPERTIES

Along with the Charlotte Hornets, the Charlotte Hornets Foundation represents all entities that Hornets Sports & Entertainment owns and operates, including the Greensboro Swarm of the NBA G League and Hornets Venom GT of the NBA 2K League, as well as Spectrum Center.





GREENSBORO SWARM

The Greensboro Swarm, the Hornets' NBA G-League affiliate, is dedicated to serving the Triad community in the areas of education and wellness. Through dynamic programming, the team works to impact the community in positive and lasting ways.



GREENSBORO SWARM SCHOLARSHIP

In celebration of Women's History Month, the Swarm announced at the team's annual HBCU Night, that the organization, along with the Charlotte Hornets Foundation, planned to award a \$10,000 scholarship to a student at Greensboro's Bennett College – one of only two all-women's HBCUs in the U.S. The scholarship, which was designed to uplift a female student who serves an advocate for the importance of education through adversity, was presented to Samiya Green, a junior at Bennett College in March 2023.

"We are so fortunate that Bennett College, one of only two HBCUs for women in the country, calls Greensboro home," said Swarm President Steve Swetoha. "Bennett College is known for its focus on educating and producing incredible women scholars and global leaders. We are elated to support Bennett College and help amplify many of their initiatives centered around economic mobility, racial equity and social justice platforms throughout our communities."

Swetoha was joined by Hornets Sports & Entertainment Vice President of Corporate Social Responsibility & Charlotte Hornets Foundation Executive Director Betsy Mack and Bennett College President Suzanne Walsh to present the scholarship to Samiya in a small ceremony on the Bennett campus. Swetoha and Walsh again honored Samiya during an on-court presentation the following day during the Swarm's final game of the season against Raptors 905.

In conjunction with the scholarship announcement, Hornets Sports & Entertainment President & Vice Chairman Fred Whitfield made a \$10,000 donation to Bennett College from his HoopTee Charities nonprofit in honor of his mother, Janol Whitfield, and the 70th anniversary of her graduation from Bennett College in 1953.





HORNETS VENOM GT

The Greensboro Swarm, the Hornets' NBA G-League affiliate, is dedicated to serving the Triad community in the areas of education and wellness. Through dynamic programming, the team works to impact the community in positive and lasting ways.

HORNETS VENOM GT SCHOLARSHIP

In celebration of Women's History Month, the Swarm announced at the team's The Charlotte Hornets Foundation and Hornets Venom GT awarded the 2022-23 Hornets Venom GT Scholarship to Johnson C. Smith University's (JCSU) Esports & Gaming Management program. After reviewing the applications, the Charlotte Hornets Foundation determined that the entirety of JCSU's Esports & Gaming Management program would best benefit from the funding from the annual scholarship, rather than just one individual student. JCSU is Charlotte's only HBCU and was the first HBCU to offer such a program.

"Our organization has a long-standing relationship with Johnson C. Smith University, and we are proud to support their innovative Esports & Gaming Management program in many ways throughout the year," said Charlotte Hornets Foundation Executive Director Betsy Mack. "Our goal this year in awarding the annual Hornets Venom GT Scholarship to the overall Esports & Gaming Management program is to help support all of the program's current and future students rather than just one."

The inaugural Hornets Venom GT Scholarship was awarded in 2020-21 to Charlotte-area high school students Kyra Kuyvenhoven and Ajane Lawrence, who were interested in pursuing careers in STEM. In 2021-22, the focus shifted to JCSU's Esports & Gaming Management program, and the second scholarship went to Eric Darcey Flowe, then a senior majoring in Sports Management and minoring in Esports & Gaming Management.

GAME OF CODES

For the first time this season, Hornets Venom GT supported and hosted Game of Codes, an initiative that engages students in grades 6-8 from West Charlotte Title I schools in a six-week coding and gaming curriculum with the aim of preparing them for careers in gaming and technology industries. The program, which is a part of TechRising Charlotte – an initiative addressing the digital divide – and was created by Digi-Bridge, Do Greater Charlotte and the Dottie Rose Foundation, concluded with a showcase where students presented their games to the community and members of Hornets Venom GT. The program also involves corporate employee groups in mentorship training and technical and life skill work with students.





WAYS YOU HAVE HELPED

As a 501c3 nonprofit, the Charlotte Hornets Foundation depends on generous contributions and support from our fans, partners and friends to be able to further invest in our community. Our fundraisers help us to raise the money we need to continue our work in these areas.



HORNETS HEROES GALA

Hornets Sports & Entertainment and the Charlotte Hornets Foundation welcomed guests to Spectrum Center in October 2022 for the 14th Annual Hornets Heroes Gala, the foundation’s annual black-tie fundraiser where attendees sport their trendiest sneakers with their finest formal wear.

The theme of the 2022 Gala, which featured ESPN’s Malika Andrews as the master of ceremonies, was “A Night of S.T.A.R.S. (Swarming Together and Raising Support).” In addition to having the opportunity to mingle with Hornets players, coaches and executives, guests enjoyed musical entertainment by Spencer Ludwig and Apple Butter Soul, a silent auction, a sneaker contest and delicious menu options presented by Hornets partner Levy and Carolina Farm Trust.

As it does every year, the Hornets Heroes Gala celebrated local community leaders who are making meaningful impacts in the Charlotte Hornets Foundation’s four focus areas – Education, Hunger, Military and Wellness.







HORNETS HEROES GALA

Master of Ceremonies

Malika Andrews

Menu “Presented by Levy, Starring Carolinas Farm Trust”

Each year, the Charlotte Hornets Foundation selects four Heroes representing each of its pillars who are making a significant difference in the lives of their neighbors.

- Carolina Farm Trust manages a network of urban farms in the Charlotte Metro with the goal of making the area a global leader in sustainability by feeding the region with food from local farms.
- Meals will incorporate food from local farms owned by Black farmers

2022 Hornets Heroes

Each year, the Charlotte Hornets Foundation selects four Heroes representing each of its pillars who are making a significant difference in the lives of their neighbors.

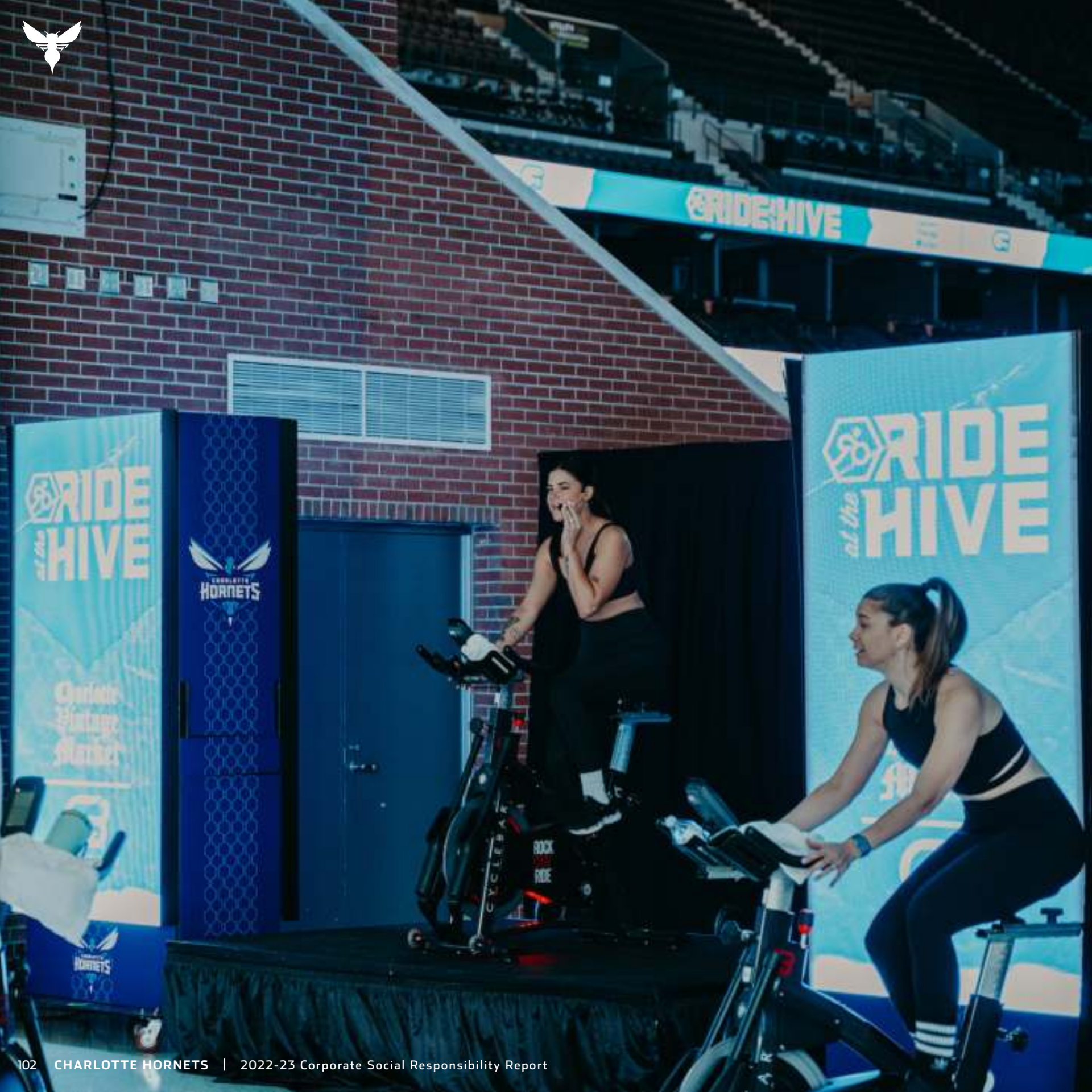
- Francisco Alvarado (Education Hero)
- Zack Wyatt (Hunger Hero)
- General James F. Amos, USMC, Ret. (Military Hero)
- Janelle Bartholomy (Wellness Hero)

Entertainment

DJ, Spencer Ludwig and local band, Apple Butter Soul







RIDE AT THE HIVE

The Charlotte Hornets Foundation hosted its annual Ride at the Hive on June 3, 2023, welcoming almost 400 guests to Spectrum Center to pedal with a purpose. The fundraising event, held in partnership with CycleBar and the Charlotte Vintage Market, included three cycling classes as well as a brunch and mimosa bar, vintage market and silent auction.

For the first time, three ticket options were available: Spin, Sip and Shop, which provided full access to the event including a 45-minute cycle class; Sip & Shop for those who wanted to enjoy bottomless mimosas while shopping the vintage market; and a Shop Only option.





ALLY COMMUNITY CORNER

The Ally Community Corner is a staple of Hornets home games located on Spectrum Center’s Main Concourse outside Section 113. The goal of the Ally Community Corner is to engage Hornets fans in philanthropy by raising funds to redistribute to the community, promoting local nonprofits and bringing attention to all of the work already being done and all of the work that is still to be done.

Along with the Charlotte Hornets Foundation, various nonprofit groups in the areas of education, hunger, military care and wellness have the ability to take over the space for a game.



COMMUNITY CORNER





CORPORATE PARTNERS

We could not do any of this without help. *Thank you to our partners.*





Additional Partners

Dr. Larry Seitlin, Match-Up Promotions, Two Way Radio of Carolina



COMMUNITY PARTNERS

Allegro Foundation	Pat's Place
American Heart Association	PrettyPonytails
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Carolinas LGBT+ Chamber of Commerce	Right Moves for Youth
Charlotte Regional Business Alliance	Roof Above
Charlotte-Mecklenburg Schools	Second Harvest Food Bank
Foundation for the Carolinas	Supportive Housing Community
Gigi's Playhouse	Teach for America
Jamie Kimball	Thurgood Marshall College Fund
JCSU	UNCF: United Negro College Fund
Junior Achievement of Central Carolinas	Urban League of Central Carolinas
Loaves & Fishes	Veterans Bridge Home
Make A Wish	YMCA
Muggsy Bogues Family Foundation	

JOIN US

The Charlotte Hornets Foundation is a community effort, raising money in our community to be given back to our community. There is strength in numbers, and by working together, we can provide for those in need. Together, we can have a greater impact.

Join us by making a donation to the Charlotte Hornets Foundation.

www.nba.com/hornets/foundation

Help us, help more.



#SwarmToServe



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