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ATLANTA HAWKS



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**COMMUNITY
IMPACT
REPORT:**
LIFTING THE
404 TOGETHER





Introduction

The Atlanta Hawks organization is dedicated to making a meaningful difference in the metro Atlanta area and its surrounding communities by focusing on four key service pillars: Building Bridges Through Basketball, Economic Empowerment, Addressing Food Insecurity, and Impactful Youth Initiatives that Shape the Next Generation.

Through these initiatives, the organization unites its Foundation, corporate and community partners, team members, and Hawks players, coaches, and Lady Hawks to drive positive change. With a steadfast commitment to being True to Atlanta, the Hawks leverage the power of basketball and community to Lift the 404 Together.



LIFTING THE 404 BEYOND BASKETBALL

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Our Partners in Good

A MESSAGE TO THE 404

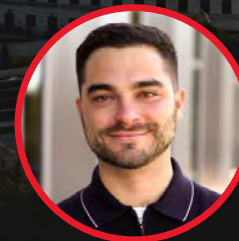
It is an honor to provide the foreword to the 2024 Edition of Beyond Basketball.

As the new Chairman of the Hawks Foundation, it is my goal to continue evolving upon the pledge our ownership group made when we purchased the Atlanta Hawks & State Farm Arena almost 10 years ago: to sustainably pursue championship-level greatness both on and off the court. On the court, creating a championship-caliber culture requires great leadership, talent, strategic planning, patience, and a little bit of luck.

The growth into becoming a model community asset in the city of Atlanta is extremely similar, with a major emphasis on the power of partnership. With a clear strategic plan and incredible partners like you, we know that working toward a common good ensures success for everyone, every time.

I am honored to lead this philanthropic mission and deeply grateful to the individuals and global partners whose dedication drives our success and benefits our incredible city.

Please enjoy this thoughtfully-crafted, detailed report highlighting the remarkable impact our community programs have had across our city over the past year. We hope this fills you with pride and inspires excitement for the future of our work together.



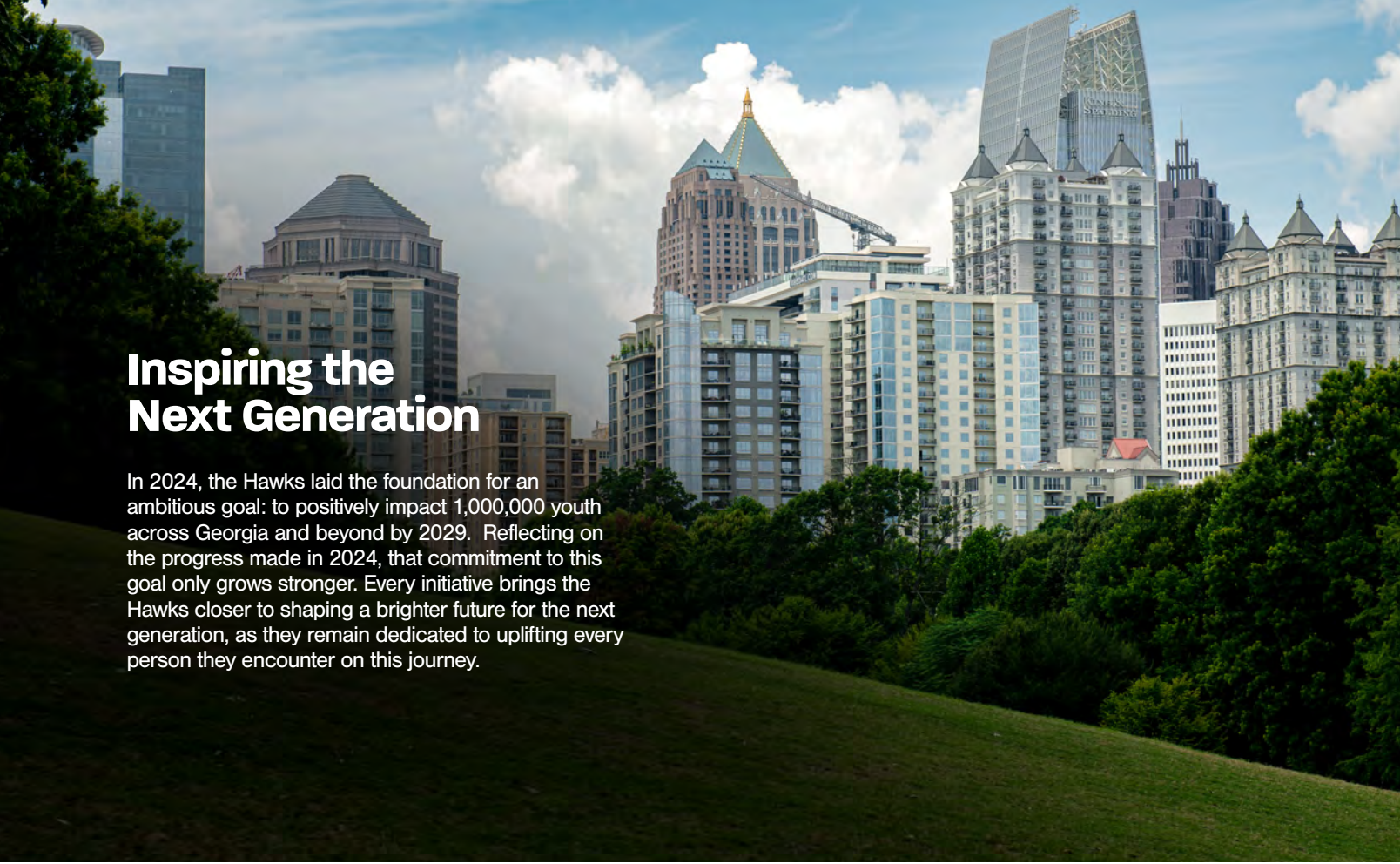
True to Atlanta.

Nick Ressler

Vice President, Strategic Planning & Alternate Governor of the Atlanta Hawks & Chairman of the Atlanta Hawks Foundation



THE ROAD TO 1 MILLION



Inspiring the Next Generation

In 2024, the Hawks laid the foundation for an ambitious goal: to positively impact 1,000,000 youth across Georgia and beyond by 2029. Reflecting on the progress made in 2024, that commitment to this goal only grows stronger. Every initiative brings the Hawks closer to shaping a brighter future for the next generation, as they remain dedicated to uplifting every person they encounter on this journey.



200K+ YOUTH

POSITIVELY IMPACTED

6,400+

VOLUNTEERS

210+

NONPROFIT ORGANIZATIONS &
TITLE I SCHOOLS SUPPORTED

Including monetary & in-kind donations,
programming, and volunteerism

13K+ HOURS

VOLUNTEERED THROUGH
HAWKS PROGRAMMING

by Hawks employees, corporate
partners, and general public

3700+ HOURS

LIVE COMMUNITY
PROGRAMMING

3 MILLION + POUNDS

OF WASTE DIVERTED

1.3+ MILLION MEALS

PACKED

8000+ COMMUNITY TICKETS

DONATED TO HAWKS &
SKYHAWKS GAMES

A FOUNDATION FOR IMPACT

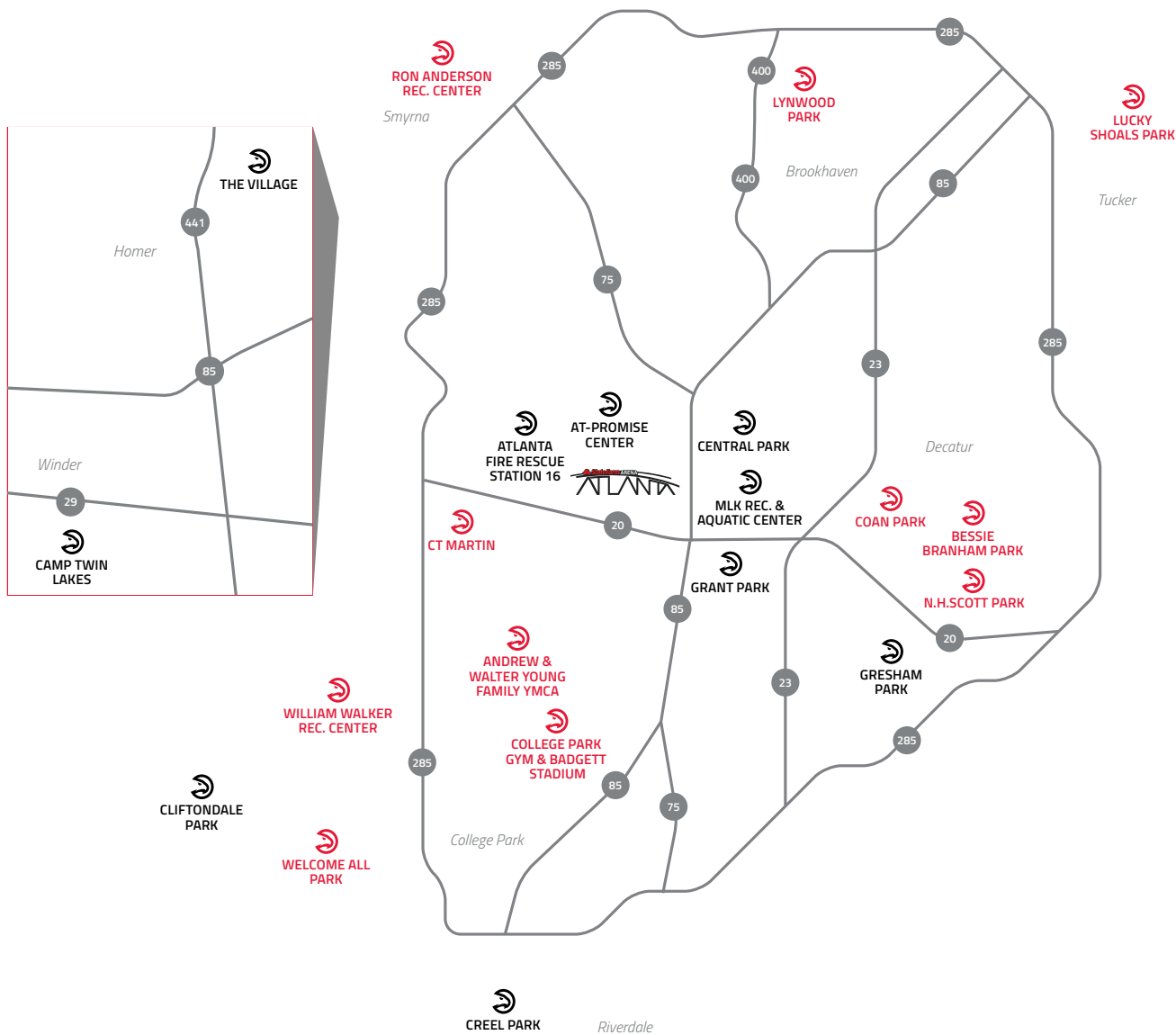


Access and Opportunity for 2.1 Million

At the heart of the Atlanta Hawks Foundation is a commitment to empowering metro Atlanta's youth by creating opportunities to play, grow, and develop fundamental life and leadership skills through basketball. Since 2015, the Hawks Foundation has been revitalizing basketball courts across Metro Atlanta—transforming them into “Community Courts” that provide safe, engaging environments for youth and families. In 2018, State Farm joined the initiative, expanding its reach and impact with the addition of youth enrichment spaces known as “Good Neighbor Clubs.” Together, the Hawks Foundation and State Farm have enhanced these locations by incorporating new technology, furniture, equipment, and supplies—creating vibrant, welcoming hubs for learning and growth. Collectively, these 40 public assets are located within a 2.5-mile radius of communities that are home to an estimated 2.1 million residents, utilizing the sport of basketball as a powerful tool to foster connection, development, and inspiration.

2.1 MILLION

MEMBERS OF THE METRO ATLANTA COMMUNITY SERVED AT COMMUNITY COURT AND GOOD NEIGHBOR CLUB LOCATIONS



\$550K in Equipment Donated, 9,900 Youth Empowered Through Project Rebound



In 2024, the Atlanta Hawks Foundation continued its impactful partnership with Good Sports through the Foundation's Project Rebound initiative. Project Rebound is the culmination of a joint effort between the Hawks and Good Sports to drive equitable access to youth sports and physical activity. Last year, Project Rebound supported 12 nonprofit organizations and Title I schools across Georgia by providing basketball and fitness gear to help alleviate economic barriers to youth sports. Since inception, Project Rebound has donated over \$550,900 in equipment, apparel, and footwear, benefiting more than 9,900 youth in underserved communities.

	2020	2021*	2022	2023	2024	TOTAL
ORGANIZATIONS SUPPORTED	12	2	12	13	12	51
YOUTH IMPACTED	2,283	1,000	3,242	1,441	2,020	9,986
PIECES OF EQUIPMENT DONATED	3,247	7,177	11,256	8,896	5,759	36,335
VALUE OF EQUIPMENT DONATED (\$)	110,649	47,384	150,344	130,336	112,273	550,986

*COVID year; Packed 1,000 play packs.



Bringing Clarity to 44,000 Students, Hawks Foundation and Vision to Learn Partnership

While the primary focus of the Hawks Foundation is on creating access to youth sports, the organization's commitment to breaking down barriers extends beyond the court, as seen in the partnership with Vision To Learn. A program dedicated to providing access to essential vision care for children, Vision To Learn is a national nonprofit that provides free eye exams and glasses to students at Title I schools. The partnership between the Atlanta Hawks Foundation and Vision To Learn (VTL) has been instrumental in delivering life-changing vision care to children across Georgia. With the Foundation's \$100,000 contribution for the 2023-24 school year, the collaboration achieved its most impactful year to date, providing a record 44,000 vision screenings, 10,590 eye exams, and 8,780 glasses at 129 sites statewide.



Nearly 100 Students Receive Free Glasses Courtesy of Hawks and Georgia's Own Credit Union

In March, the Atlanta Hawks Foundation, Georgia's Own Credit Union, and Vision To Learn teamed up to host a glasses distribution celebration at William M. Boyd Elementary for National Reading Month. Nearly 100 students received new eyeglasses, a book of their choice, and a bookmark. Hawks Legend Dominique Wilkins, recording artist Big K.R.I.T., and volunteers from the partnering organizations joined the event. In a graduation-style ceremony, each student received their eyeglasses on stage and had the opportunity to take photos with featured members of Hawks Entertainment, including Harry the Hawk, the ATL Hawks Dancers, and the 404 Crew. DJ Mo Hawk was on-site to keep the attendees entertained.

Since the partnership began in 2017, the Hawks Foundation has donated \$700,000 to Vision To Learn, with a shared goal of promoting health equity by providing free vision screenings, exams, and glasses.



By working together, we inspire the future generation of Atlantans to aspire for greatness, as the provision of new eyeglasses will enable them to envision a brighter future in both their academic and personal lives."

Executive Vice President, External Affairs and Executive Director of the Atlanta Hawks Foundation, David Lee

Basketball for All

BlazeSports Hosts Largest Wheelchair Basketball Tournament in the Southeast presented by the Atlanta Hawks

The Atlanta Hawks and Hawks Foundation have supported the BlazeSports America Wheelchair Basketball Team since 2015. Through monetary and in-kind donations, the Foundation has provided athletes with physical disabilities with the opportunity to have a unique touchpoint with the Atlanta Hawks brand. The BlazeSports Jr. Hawks Wheelchair Basketball Team is composed of athletes 6-18 years old. The partnership alleviates BlazeSports' expenses for gym rentals, uniforms, equipment repair, travel, and makes the Atlanta Hawks the title sponsor of the annual Big Peach SlamJam, the largest wheelchair basketball tournament of its kind outside of nationals. In 2024, the tournament featured three BlazeSports teams in the prep, varsity, and women's divisions, as well as another 31 teams from around the country. For the second time in tournament history, there was a women's division featuring the Hawks BlazeSports Lady Ballers. The athletes and families attending the Championship Awards ceremony were addressed by Atlanta Hawks Legends Mario West, Roshawn McLeod and Sedric Toney before awards were announced.



Hawks Support Over 1,500 Athletes, Coaches, Volunteers and Fans at Special Olympics Georgia

Since forming a partnership with Special Olympics Georgia (SOGA) in 2019, the Atlanta Hawks have worked to increase basketball participation among athletes of all ages with disabilities. Through monetary and in-kind contributions, as well as unique basketball experiences, the Hawks have supported various initiatives and sponsored the 2024 Indoor Winter State Games basketball event. During this event, the Hawks provided t-shirts for all basketball athletes and coaches, served as the Team Skills Event Sponsor, and Event Awards Presentation Captains. Hawks Legends Sedric Toney and Dion Glover, alongside the Jr. Hawks Youth Basketball Coaches, were there to cheer on and support over 750 basketball athletes and their families for the competitions. To date, the Hawks Foundation has donated over \$45,000 to Special Olympics Georgia.

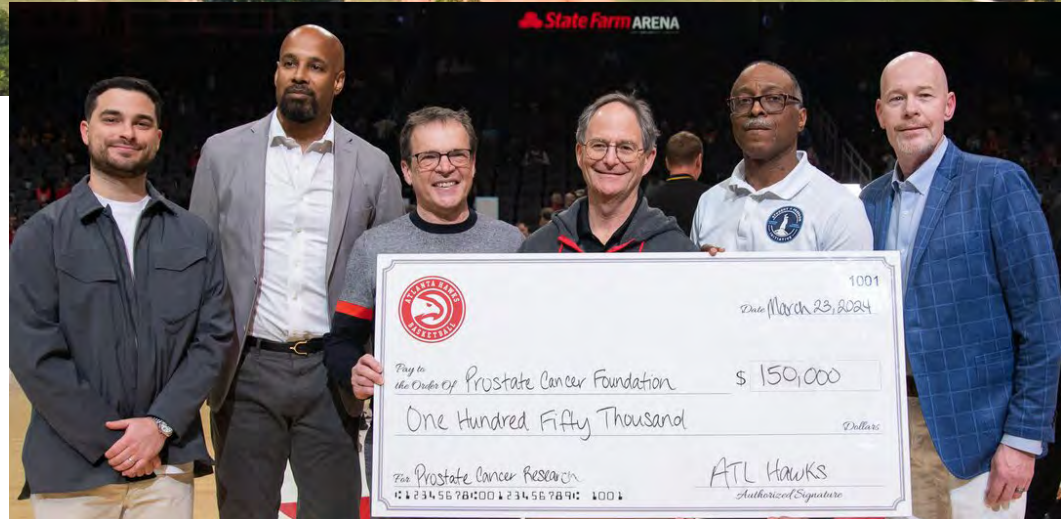




Atlanta Hawks Foundation
has donated

\$5.7M+

in grants to youth sports
and wellness organizations.



More Than One Million Dollars Donated to Prostate Cancer Foundation Since 2019

In 2024, the Hawks Foundation pledged \$75,000 to PCF, with the Ressler Gertz Family Foundation matching the amount, bringing the total contribution to \$150,000. The donation supported PCF's efforts to drive innovation in prostate cancer prevention, detection, and treatment, including research at the Winship Cancer Institute of Emory University. Since 2019, the partnership between the Hawks and PCF has resulted in a total of \$1,077,000 in contributions.

\$690,000

TO VISION TO LEARN
IN 2024 | \$100,000 TOTAL



\$600,000

TO GEORGIA
RECREATION
& PARKS
ASSOCIATION
IN 2024 | \$100,000 TOTAL

\$300,000

TO PROJECT REBOUND
IN 2024 | \$50,000 TOTAL



\$145,000

TO BOYS AND
GIRLS CLUB
OF GEORGIA
IN 2024 | \$25,000 TOTAL



\$112,000

TO BLAZESPORTS
AMERICA
IN 2024 | \$25,000 TOTAL

\$2.8M

IN GOOD NEIGHBOR CLUB
AND COMMUNITY COURT
RENOVATIONS
IN 2024 | \$450,000+



RAISING UP GOOD NEIGHBORS

Since 2018, the Atlanta Hawks and State Farm have exemplified their commitment to “Raising Up Good Neighbors” by creating innovative programs and initiatives that address critical community needs for Atlanta’s youth. The transformation of youth enrichment spaces into Good Neighbor Clubs (GNCs) has enhanced environments where young leaders can learn, play, and thrive, while flagship efforts like Million Meal Pack provide meals to those facing food insecurity. This partnership reflects a unified vision of building a stronger, healthier Atlanta through impactful community work.

Hawks and State Farm Unveil 10th and 11th Good Neighbor Clubs



Good Neighbor Club at Andrew and Walter Young Family YMCA



In April, the Atlanta Hawks and State Farm unveiled the 10th Good Neighbor Club at the Andrew and Walter Young Family YMCA in southwest Atlanta. The renovation included a refurbished basketball court, originally named after Hawks Legend Dominique Wilkins 15 years ago, with new backboards, hoops, scoreboards, wall pads, lighting, and additional equipment. Chosen for its strong ties to the Southwest Atlanta community and its connection to civil rights icons Andrew and Walter Young, this YMCA highlights the ongoing partnership with the Young Brothers and Dominique Wilkins.

Eleventh Good Neighbor Club at C.T. Martin Natatorium and Recreation Center

The Atlanta Hawks and State Farm unveiled a renovated multi-functional Good Neighbor Club at the C.T. Martin Natatorium and Recreation Center in west Atlanta, one of the Southeast's largest public recreation centers. The celebration featured Hawks guard Vit Krejčí, former Hawks guard, Bogdan Bogdanović, Hawks Vice President of Strategic Planning and Alternate Governor Nick Ressler, Atlanta Mayor Andre Dickens, City Councilmember Andrea Boone, and Parks and Recreation Commissioner Justin Cutler. The updated teen center marks the 11th Good Neighbor Club and includes new TVs, Hawks-branded furniture, refreshed flooring & ceilings, and a wall showcasing pennants from 24 Historically Black Colleges and Universities, including Atlanta's Clark Atlanta, Morehouse, Morris Brown, and Spelman.



Good Neighbor Programming

The Hawks and State Farm continue to cultivate meaningful connections with their Good Neighbor Clubs by offering students from these recreation centers unique programming and exposure opportunities.



Over 350 Youth Experience Hawks Game Day in Style

Through State Farm Community Game Nights, the Atlanta Hawks hosted community groups in the Topgolf Swing Suites at the award-winning State Farm Arena, creating unforgettable experiences for local youth. Over 350 guests from 12 local organizations enjoyed five premium Hawks game nights featuring suite access, complimentary food and beverages, free transportation, exclusive Hawks t-shirts, and a group spotlight on the centerhung scoreboard. Each night was elevated by surprise visits from Harry the Hawk and the ATL Dancers, adding excitement and energy to an already memorable evening.





Hawks and State Farm Cultivate Sustainability with Georgia's Youngest Certified Farmer

The Hawks and State Farm brought sustainability to life with GROWING PLACES, an engaging gardening event for local youth at the Good Neighbor Club at N.H. Scott Recreation Center. Hawks player Garrison Matthews joined forces with Georgia's youngest certified farmer, Kendall Rae Johnson, to teach students how to plant, harvest, and create delicious smoothies from fresh produce. The event featured an inspiring panel on sustainability, hands-on gardening activities, and a wildlife station where students learned about nature's delicate balance, featuring a box turtle. It was a fun, interactive day of learning, growth, and connection with the environment.



The Next Generation of Scientists, Engineers, and Innovators

Local students discovered the exciting world of science, technology, engineering, and math at LIVE AND LOUD, a vibrant STEM event hosted by the Hawks and State Farm at the Good Neighbor Club in the William Walker Recreation Center. Students were joined by Hawks guard Garrison Matthews, former Hawks guard Bogdan Bogdanović, and Hawks mascot Harry the Hawk to engage in hands-on activities that highlighted STEM in action. From creating custom beats in a mobile music studio to learning engineering basics and interacting with live animals like turtles and tarantulas, students got an up-close look at the incredible possibilities in STEM fields. The event sparked curiosity and excitement, inspiring the next generation of scientists, engineers, and innovators.





6,000 Volunteers Pack Over 1 Million Meals

In September, the Atlanta Hawks and State Farm reaffirmed their commitment to fighting food insecurity with their annual flagship community event, the Million Meal Pack. Held at State Farm Arena, the event welcomed over 6,000 volunteers who set a record by packing over one million meals in just 450 minutes. This monumental effort was supported by Hawks CEO Steve Koonin, Hawks Legend Dominique Wilkins, current Hawks players, Atlanta city officials, and local celebrities, creating a powerful display of unity and purpose. Partnering with U.S. Hunger, volunteers packed an astounding 1,050,336 meals, making this the team's largest single-day community service initiative to date. More than one million meals were distributed to five local non-profit organizations across the Atlanta metro area, directly aiding those facing food insecurity.



450 MINUTES OF PACKING YIELDED:

1,050,336
MEALS

134,939
LBS OF FOOD

3,647
BOXES OF FOOD



2024 Recipients:



OVER 4.1M
MEALS PACKED
SINCE 2019



INSPIRING ATLANTA'S YOUTH TOGETHER

The Atlanta Hawks and the YMCA of Metro Atlanta share a mission to invest in the next generation and inspire positive change in the community. With a shared emphasis on youth development, healthy living, and social responsibility, this partnership addresses critical needs by empowering young people to build confidence, develop life skills, and embrace healthier lifestyles. Together, the Hawks and YMCA are creating programs that transform lives and help build a stronger, more connected Atlanta.



Hawks and Google Cloud Empower Over 250 Girls Through Basketball and STEM at the YMCA

Last year, supported by Google Cloud, the Atlanta Hawks Basketball Academy hosted two (2) Lady Ballers Youth Basketball Clinics in the Spring, one (1) camp in the Summer, and one (1) clinic in the Fall. The events were held at the Carl E. Sanders YMCA and the Cowart Family YMCA and welcomed over 255 girls ages 8–15 to learn basketball fundamentals and explore STEM through hands-on activities like building catapults, Trashketballs, and more—guided by Hawks Youth Development Coaches, staff, and Google volunteers. Each participant received giveaways including a co-branded t-shirt, drawstring bags and Hawks/Google swag. The Lady Ballers Program is a developmental initiative that encourages and supports youth basketball participation while improving the overall experience for girls ages 6–18, empowering them to excel both on and off the court.

Hawks Host More Than 200 Local Coaches at 13th Annual Coaches Clinic presented by YMCA

Atlanta Hawks Coach Quin Snyder and the Hawks Basketball Academy hosted their 13th annual Coaches Clinic presented by YMCA of Metro Atlanta. More than 200 local coaches gathered at the Emory Sports Medicine Complex, the official practice facility for the Hawks, to learn directly from the team’s coaching staff at the free clinic for a top-tier educational experience tailored to basketball coaches in Georgia. The clinic offered nearly three hours of intensive coaching education, with in-depth discussions on skill development, strategic game planning, and sports performance techniques. Since its inception, more than **5,000** community coaches have benefited from the Hawks Basketball Academy’s Coaches Clinics, Virtual Coaches Clinic Series and Jr. NBA Curriculum resources.





A New Partnership - Atlanta Hawks and Kaiser Permanente Georgia

This past October, the Atlanta Hawks unveiled a cornerstone sponsorship with Kaiser Permanente Georgia, naming them the team's official commercial health plan provider. This partnership is dedicated to promoting physical fitness, mental health, and healthy eating across Atlanta. The collaboration launched at the Decatur Family YMCA, where Kaiser Permanente distributed fresh fruits and vegetables to underserved families, underscoring the commitment to community health. Representatives from the Hawks, Kaiser Permanente Georgia, and YMCA of Metro Atlanta came together to serve the community and celebrate the partnership's impact and shared goals.

As the Hawks' jersey patch sponsor, the YMCA of Metro Atlanta will benefit directly from Kaiser Permanente's contributions of supplies, basketballs, t-shirts, and coolers—demonstrating the powerful collaboration between these key global and community-focused partners. Together, the Hawks and Kaiser Permanente will host free, year-round health & wellness pop-up events, improving healthcare access and advancing holistic wellness throughout the community.

“ We share a belief in uplifting the Atlanta community, and we are looking forward to partnering and developing meaningful platforms that inspire and promote a healthier lifestyle.”

*President of Business Enterprise and Chief Commercial Officer at the Atlanta Hawks
Andrew Saltzman*





ELEVATING THE GAME

The Hawks Basketball Academy encourages the growth and development of the game by providing training and on-court experiences for players of every skill level. The goal is to support the positive benefits attained through the sport of basketball by emphasizing teamwork, sportsmanship, hard work, and having fun. The Hawks Basketball Academy strives to inspire a love for the game by providing a fun, safe, positive, and inclusive experience for young athletes across Georgia and beyond.



Hawks Basketball Academy

During 2024, over 50,000 athletes and community coaches participated in Hawks Basketball Academy camps, clinics, tournaments, leagues, and the Hawks at Home virtual program. The Hawks are committed to strengthening the culture of youth basketball and increasing access to play opportunities in metro Atlanta. Since 2017, the Hawks Basketball Academy has doubled in youth basketball participation.

500+
COACHES

TRAINED

50,000+
YOUTH

SERVED

5,000+
BASKETBALLS
& JERSEYS

DISTRIBUTED

1,000+
LADY BALLERS

PARTICIPANTS

115,000+
HAWKS AT HOME

VIDEO WORKOUT VIEWS

300+
HOURS

OF BASKETBALL
INSTRUCTION

5,300+
PARTICIPANTS

IN HAWKS AT HOME
VIRTUAL PROGRAM

250+
MIDDLE SCHOOL TEAMS

FROM METRO ATLANTA PARTICIPATED IN
HAWKS-SPONSORED TOURNAMENTS

**120+ GEORGIA
HIGH SCHOOL
ASSOC. TEAMS**

HAVE PARTICIPATED IN
HAWKS NAISMITH CLASSICS

500+ ATHLETES, COACHES & OFFICIALS

SUPPORTED BY THE HAWKS AT CITY OF ATLANTA MAYOR ANDRE DICKENS'
MIDNIGHT BASKETBALL CHAMPIONSHIPS



Free Jr. Hawks Clinics for Over 200 Youth Courtesy of Ken Nugent

#SCOREFORSCHOLARSHIPS

Thanks to the continued generosity of Attorney Ken Nugent, every point scored during the Hawks' regular season translated into impact—with \$3 per point donated to the Atlanta Hawks Foundation. These contributions currently help fund scholarships for Hawks Summer Camps, expanding access to meaningful experiences for young athletes. Additionally, for every point scored during the Hawks-Naismith Tipoff Classic and Holiday Classic, Attorney Nugent donated \$1 per point to further support the Foundation's mission. Together, these efforts help increase access to play for youth athletes across Georgia. As part of this commitment, the Hawks also hosted two free youth clinics for 200 boys and girls ages 8–14—made possible through Attorney Nugent's ongoing support.



More Than 750 Youth Served Through 2024 Jr. Hawks Summer Camps presented by adidas

During the summer, the Atlanta Hawks Basketball Academy hosted their 2024 Jr. Hawks Summer Camps presented by adidas, impacting more than 750 youth. The camps were designed for children aged 8-14, regardless of their skill level. The Hawks visited five different locations across metro Atlanta throughout June and July, having one week designed exclusively for young female athletes, known as the Lady Ballers Summer Hoop Fest powered by Google Cloud. The five weeks of summer camps provided a fun, safe, and inclusive setting for all young Hawks fans looking to develop their basketball skills.



#SCOREFORSCHOLARSHIPS

75% OF HAWKS CAMPERS RECEIVED SCHOLARSHIP FUNDING IN 2024

\$200K+ IN SCORE FOR SCHOLARSHIPS AWARDED SINCE 2017

2,500+ SCHOLARSHIP RECIPIENTS FROM METRO ATLANTA SINCE 2017



“With these camps, we aim to provide a fun and memorable experience for every Jr. Hawks camper, and help them gain life lessons such as **teamwork, leadership, self-confidence, and collaboration.**”

Chris Jacobs, Senior Director of Hawks Basketball Academy



Record 90+ Teams Play in RYZE Middle School Tip Off Classic powered by Atlanta Hawks

The RYZE Hoops Middle School Tip Off, powered by the Atlanta Hawks took place at LakePoint Sports in Emerson, GA, featuring 90 teams of 6th-8th-grade boys and girls competing for division championships, while Hawks Basketball Academy coaches hosted skills challenges and open competitions throughout the event. All participants received Hawks-branded t-shirts and prizes, and champions received Hawks swag packs. The event brought together over 1,000 players, 180 coaches, and 3,000 fans from the greater Atlanta area for an action-packed day of basketball and community.



2024 Hawks-Naismith Tip-Off and Holiday Classics presented by adidas

The Atlanta Hawks Basketball Academy and the Atlanta Tipoff Club hosted their annual Hawks-Naismith Tip Off and Holiday Classics, presented by adidas, in November and December. On Saturday, November 23, the showcase took place at Holy Innocents' Episcopal School in Atlanta, featuring eight boys' teams and four girls' teams. On Saturday, December 14, Norcross High School hosted the event, which included ten teams—four girls' teams and six boys' teams. The events were recognized as two of the top 100 High School Basketball events for the 2024-25 season. Since its inception in 2017, the Hawks-Naismith Holiday Classics have brought together more than 200 high school varsity basketball teams and over 3,500 student-athletes and coaches, solidifying its reputation as two of the most prestigious events in Georgia high school basketball.



Hawks Jr NBA/WNBA Coach of the Year (Scholastic & Community)

The Jr. NBA/WNBA Coach of the Year program honors community and scholastic coaches who positively impact youth basketball at the grassroots level by teaching life lessons and fostering healthy, confident, and respectful young people through the game. Last season during a pre-game recognition, the Atlanta Hawks recognized their Jr. NBA Coach of the Year nominees, Clark Humble and Anthony "Tony" Hand, for their lasting impact on youth athletes in Atlanta. Coach Hand went on to be selected as one of five finalists for the 2024 Jr. Coach of the Year Scholastic Award.

We are proud to announce our outstanding nominee for the Jr. NBA Scholastic Coach of the Year, Anthony Hand, and for the Community Coach of the Year, Clark Humble. These coaches demonstrate **passion for teaching the core values of the game of basketball and exemplify true dedication to youth development through service, mentorship and volunteerism."**

Vice President of Basketball Programs and Community Impact Jon Babul



Hawks and QuikTrip Empower More Than 1,500 Youth Throughout 2024 Community Court Tour

This past summer, the Atlanta Hawks partnered with QuikTrip (QT) to surprise over 1,500 youth with pop-up basketball clinics as part of the 2024 Community Court Tour. For the fourth year in a row, the tour featured basketball and fitness activities led by the Hawks Basketball Academy coaching staff, with appearances by Hawks Legends and players. The clinics, held at 14 community basketball court locations across Atlanta, focused on teaching basketball fundamentals, fitness, and character development for youth ages 5 to 16. Participants received Atlanta Hawks jerseys, basketballs, and QT-branded items like ball pumps and mini stress balls. As a part of QT's initiative to support literacy, +100 youth participated in a reading challenge and all participants were provided with free books in conjunction with this reading challenge.





PATHWAYS TO POSSIBILITY

Google Cloud

The Atlanta Hawks believe in creating Pathways to Possibility by empowering students through impactful STEAM and literacy programming, with the understanding that these foundational skills are key to the success of our future leaders. By fostering creativity, critical thinking, and a love for learning, the Hawks aim to help shape the next generation of innovators and change-makers.

Hawks Inspire Over 10,000 Students in APS Reading Challenge

To celebrate National Literacy Month, the Hawks partnered with Atlanta Public Schools to support their monthly Race2Read initiative, a district-wide reading campaign, where schools compete for the highest student participation and minutes read. Southwest Atlanta's Deerwood Academy took the top spot in the APS March Race2Read Challenge with 100% student participation. To celebrate, the Hawks hosted a pep rally with Harry the Hawk, the ATL Dancers, and the 404 Crew. The event recognized the top three classrooms and readers and awarded Deerwood Academy a book stipend for its media center.



QuikTrip and Atlanta Hawks Ignite Summer Learning Through Hip-Hop and Literacy

As part of the Community Court Tour, Bessie Branham Recreation Center and Ron Anderson Recreation Center participated in a three-week Summer Literacy Competition aimed at combating 'summer slide,' the learning loss students can experience when school is on break. The Hawks and QuikTrip partnered with 'Rhymes with Reason,' a program that enhances vocabulary and reading skills through hip-hop and R&B music, to provide a fun and engaging way for students to practice literacy. The kickoff event featured a free book fair and a kid-friendly pop-up grocery shopping experience by Goodr. At the end of the three weeks, the Hawks celebrated Bessie Branham Recreation Center with a special awards ceremony, featuring appearances by Hawks Legend Dominique Wilkins, Hawks ingame DJ, DJ MoHawk, and Harry the Hawk. Students also walked away with free Hawks and QT swag items, and free lunch provided by Chick-fil-A.





Over 70 Female Athletes Empowered Through Lady Ballers Summer Hoop Fest powered by Google Cloud

In July, the Lady Ballers Summer Hoop Fest powered by Google Cloud provided over 70 young female athletes with an enriching experience, combining basketball and STEM education. Alongside fundamental basketball training and gameplay, participants engaged in STEM activities such as exploring the science behind a catapult basketball game. In addition, campers had the chance to interact with and learn from notable individuals within the Hawks and Google Cloud's organizations. This included special appearances made by Hawks Assistant Coach Brittini Donaldson, and Hawks player Garrison Mathews, who helped provide campers with valuable insights and inspiration. Lady Ballers week also featured a panel discussion composed of speakers from both the Hawks and Google Cloud, who shared their career paths and emphasized the importance of STEM skills across various roles and industries.



Hawks & Honeywell Empower Atlanta Students with \$10,000 Innovation Challenge

Honeywell and the Atlanta Hawks partnered to host the inaugural Arena of the Future Innovation Challenge at State Farm Arena. Over eight weeks, nearly 30 high school students from Atlanta schools worked with Honeywell mentors to develop ideas for improving building automation and sustainability at the arena. Students were encouraged to incorporate water conservation, energy-generating solutions, and technologies like robotics and artificial intelligence in their designs. The Challenge concluded with a capstone event at State Farm Arena, where teams pitched their designs to judges from the Hawks and Honeywell. The top three winning teams received a total of \$10,000 in prizes, with first-place B.E.S.T. Academy earning \$7,500.





GREEN HABITS, BRIGHT FUTURES

The Atlanta Hawks are committed to creating a healthier, more sustainable future for Atlanta through innovative programs, strategic partnerships, and impactful community initiatives. From environmental cleanups to waste reduction and education, the Hawks continue to lead by example in building a culture of sustainability.



The HEINEKEN Company Community Clean Up and Reverse Vending Machines

As part of their commitment to fostering a thriving and sustainable community, the Atlanta Hawks partnered with The HEINEKEN Company to clean up Sam T. Roberts Memorial Park. This impactful initiative brought together volunteers from the Hawks, State Farm Arena, and HEINEKEN, who dedicated their time and efforts to improving this cherished local space. The cleanup resulted in a cleaner, more welcoming park and also underscored the importance of environmental stewardship in building a healthier and more sustainable Atlanta.

In addition to the community cleanup, The HEINEKEN Company has implemented innovative recycling technology as part of its Path to Net Zero campaign, further advancing its commitment to sustainability by way of branded Reverse Vending Machines (RVMs). These RVMs have been installed on the concourse at State Farm Arena, providing Hawks fans with an easy and rewarding way to recycle their empty beverage containers. These RVMs complement Heineken and the Hawks' broader sustainability efforts by promoting eco-friendly practices, reducing waste, and engaging fans in the journey toward a greener future, with a seamless integration of sustainability into the gameday experience.



HAWKS AND GEORGIA NATURAL GAS TEAM UP FOR A GREENER TOMORROW

The Atlanta Hawks and Georgia Natural Gas have forged a multi-year, sustainability-driven partnership, demonstrating a shared commitment to reducing environmental impact and promoting eco-friendly practices. This collaboration is multifaceted, spanning carbon offset initiatives, educational summits, and community engagement events—all designed to foster sustainability both within State Farm Arena and throughout the broader Atlanta community.

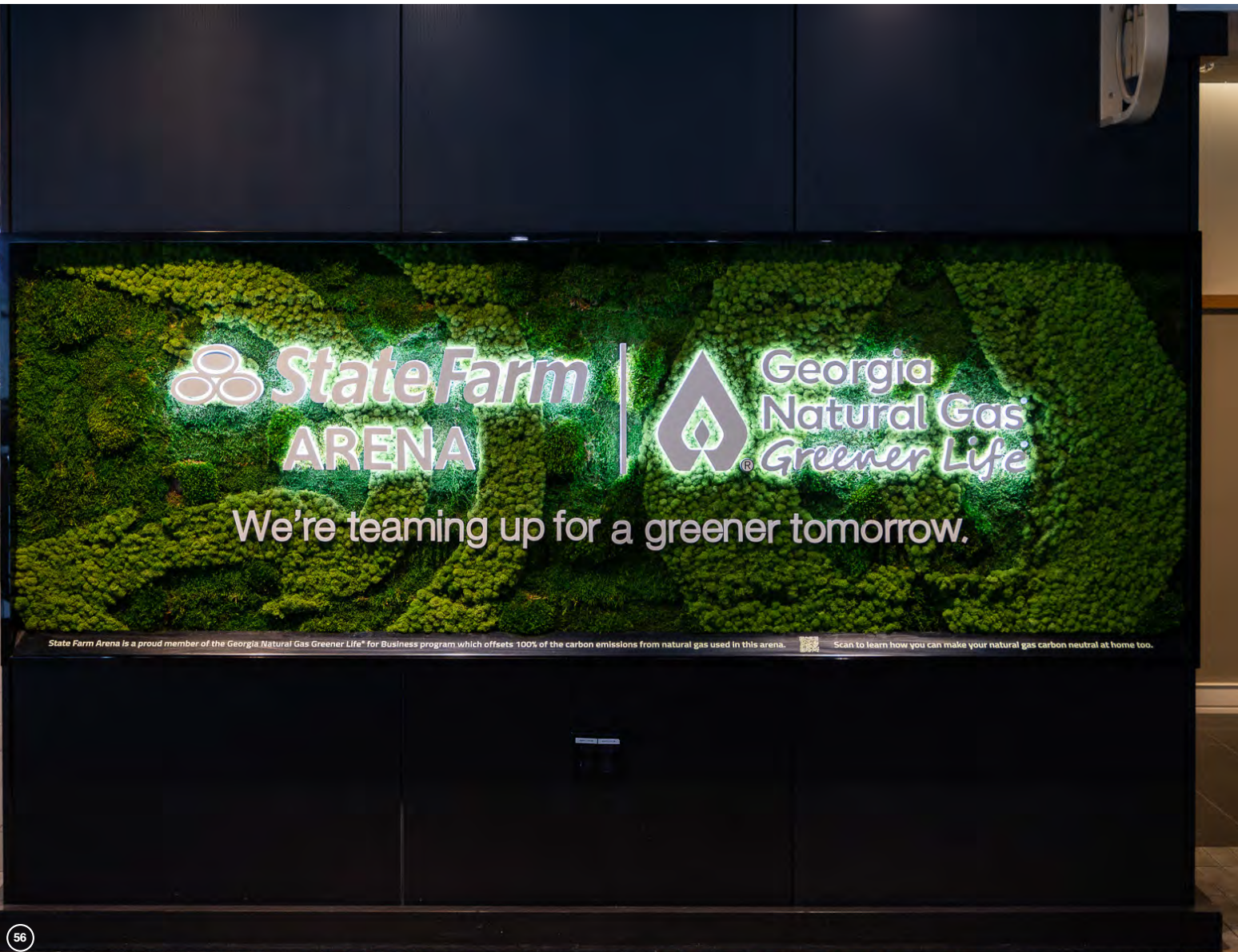
State Farm Arena Offsets 100% of Its Natural Gas Usage as Part of Georgia Natural Gas' Greener Life® for Business Program

In 2024, State Farm Arena offset over 2.5 million pounds of CO₂e. That's equivalent to removing 265 cars off the road for a year!



Hawks and Georgia Natural Gas Inspire Local Restaurant Owners At 'Sustainability Summit'

In partnership with Georgia Natural Gas, the Atlanta Hawks and State Farm Arena hosted a Sustainability Summit for local restaurateurs. Through panels, workshops, and presentations from industry leaders, attendees learned about free and low-cost sustainability practices, including an overview of Georgia Natural Gas' Greener Life® for Business program. Guests engaged with experts from CompostNow, Kimberly Clark™, and Haulin' Glass, and toured State Farm Arena to explore its zero-waste operations.



Hawks' Green Grocery Grab Fueled by Georgia Natural Gas

The Atlanta Hawks and Georgia Natural Gas teamed up to host the 'Green Grocery Grab,' a sustainability event for local YMCA students focused on the environmental benefits of reusable grocery bags. Students explored the impact of single-use plastics, decorated their own reusable bags and practiced budgeting skills through simulated grocery shopping experience with Goodr. The event was highlighted by a special appearance from Hawks player Onyeka Okongwu, and each student left with three bags of groceries.





Hawks and State Farm Arena Divert Over 3 Million Pounds of Waste in 2024

State Farm Arena, the world's first zero-waste sports and live entertainment venue, hosted 534 total zero-waste events from 2022 through 2024. This included Hawks games, concerts, and all other events, with 149 zero-waste events in 2024 alone. During each Hawks home game, random fans who properly used the arena's compost, recycle, and landfill bins were recognized through the "Recycle and Win" segment, presented by Novelis. In total, 46 fans were featured on-court for their commitment to recycling.

In January 2024, the Atlanta Hawks and State Farm Arena announced the successful diversion of over three million pounds of waste from landfills in the previous year, maintaining their zero-waste operations, and doing so again in 2024.

Atlanta Hawks and Westrock Plant 445 Trees in 'Rock the Rim' Initiative

Last December, as part of the Rock the Rim campaign, 60 volunteers from the Atlanta Hawks, State Farm Arena, Trees Atlanta, and Smurfit WestRock joined forces to plant 50 trees in the community. Through this initiative, the Hawks and Smurfit WestRock pledged to plant a tree for each dunk made during the 2023-24 season, totaling 445 trees to be planted. The tree-planting efforts extended across multiple locations, including Candler Park, Clear Creek, Connally Nature Preserve, Proctor Creek, Woodall Creek, and CHaRM's new DeKalb facility, contributing to a greener and more sustainable Atlanta.



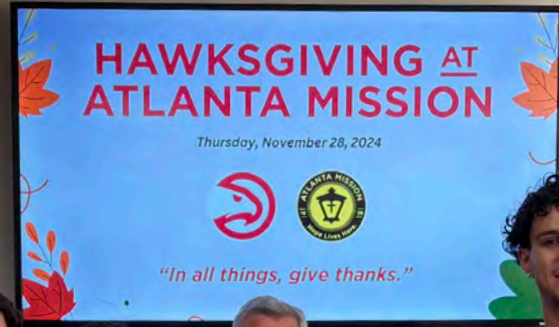


HAWKS' FULL-COURT GIVING

Each year during November and December, the Atlanta Hawks family partners with corporate and community organizations to create unique, memorable holiday experiences for the Atlanta community. While the Hawks are dedicated to serving year-round, the Season of Giving brings a sense of warmth and goodwill that truly captures the spirit of the holidays.

Atlanta Hawks and Zaccharie Risacher Give Back on Thanksgiving

On Thanksgiving day, the Atlanta Hawks staff and their families volunteered to serve lunch to over 175 women and children at the Atlanta Mission on Thanksgiving Day. Making the day even more special for those in need, Hawks player and #1 draft pick Zaccharie Risacher also joined the team in giving back to the community.



Hawks, Kaiser Permanente Georgia, & Q Parker Foundation Celebrate Over 450 Seniors at Holiday Gala

The Atlanta Hawks and Kaiser Permanente Georgia supported the Q Parker Legacy Foundation Senior Caroling Gala, a dinner concert dedicated to celebrating seniors during the holidays. Founded by Grammy-winning artist Q Parker from the group 112, the event featured live performances, caroling, and heartfelt moments, spreading holiday joy and cheer to over 450 seniors from around Metro Atlanta.



Over 2,700 Hygiene and Clothing Items Donated to Atlanta Mission

In the second year of the Hawks Holiday Assist donation program, the team's full-time employees generously contributed over 2,700 full-size toiletries and clothing items to Atlanta Mission, a nonprofit organization supporting individuals and families experiencing homelessness. This remarkable effort nearly tripled the program's goal from 2023.





Hawks for the Holidays for Over 80 Students at Ansley School

For the third consecutive year, team members from the Atlanta Hawks and College Park Skyhawks joined the Lady Hawks to host a holiday party for over 80 students and teachers at the Boyce L. Ansley School, a tuition-free school for youth experiencing homelessness in Atlanta. Volunteers, along with members of the Hawks and Skyhawks Entertainment teams including Harry the Hawk, the ATL Dancers, the Southside Crew, and Colli Hawk, joined the festivities. Students submitted wish lists, which were adopted by the Lady Hawks and Hawks and Skyhawks staff, who sponsored their gifts. In addition to gift-giving, the party featured arts and crafts activities, where students created Lego structures and sensory bottles, adding an extra element of fun and creativity to the celebration.



CHAMPIONING THE 404

In 2024, the Atlanta Hawks reinforced their commitment to giving back to the metro Atlanta community, with players, Hawks Legends, and owners playing a significant role in these efforts. Whether through hands-on service, generous donations, or creating meaningful experiences, they helped support and uplift those in need. From holiday celebrations that brought joy to families to initiatives focused on housing, hygiene, and youth empowerment, this section highlights the impactful community work carried out throughout the year. Through these efforts, the Hawks reinforced their commitment to championing the 404 and beyond.



Trae Young Family Foundation and Hawks Celebrate Holidays at Ronald McDonald House

Trae Young, his wife Shelby, and members of the Young family, joined by Harry the Hawk and the Hawks Dancers, celebrated the holidays at the Ronald McDonald House in December. They assisted families with shopping in the RMH's Holiday Shop, created holiday crafts with the children, and catered dinner for the families. Trae also gifted each family a Walmart gift card to help ease their financial burden during this challenging time. The Hawks supported the effort by donating toys to the Holiday Shop. As new parents, the Youngs have deepened their commitment to supporting youth in the Atlanta and Oklahoma communities.



Larry Nance Jr Supports Love Beyond Walls for the Holidays

During the holidays, Larry Nance Jr. toured the Love Beyond Walls Dignity Museum, which highlights the stories of the forgotten and promotes a hopeful future of equality, opportunity, and justice. During his visit, he engaged in meaningful conversations with Love Beyond Walls founder Terence Lester, and contributed to their Love Sinks In initiative, which aims to address the urgent need for sanitation among those experiencing homelessness through the installation of portable handwashing stations and access to hygiene resources. Upon arriving at their headquarters, Larry donated over 600 high-priority items that he had collected alongside Atlanta Hawks employees.



Clint Capela's Holiday Giving

As a former foster child, Clint Capela is committed to supporting those in the foster care system. Each year, especially during the holiday season, he finds various ways to give back. This year, Clint covered the wish lists of two foster children through Atlanta Angels, a local nonprofit that focuses on wraparound services for those in the foster care system. In addition, he treated an entire foster family of seven to a Hawks game, hosting them at the Hawks vs. Bulls game on Thursday, December 26. The family enjoyed a pregame meet-and-greet with Clint and his teammates, and each member was outfitted in Capela jerseys and t-shirts.

Hawks Players Create Special Birthday Experience

Hawks fan Dre Johnson, a 14-year-old battling brain cancer, celebrated a special "Magical Moment" on his birthday, surrounded by loved ones. Despite facing significant health challenges, Dre remains positive, supported by his family and a strong spiritual network. In partnership with 100 Black Men of Atlanta, the Rally Foundation for Pediatric Cancer Research, and Sharecare, the Atlanta Hawks created a memorable experience for Dre, featuring a courtside meet-and-greet with Hawks players, Harry the Hawk, and the ATL Dancers. Dre's strength and positivity continue to inspire all who know him.



Dyson Daniels Spreads Holiday Cheer at Children's Hospital

On December 5, Dyson Daniels brightened the holiday season for patients in the blood cancers unit at Arthur M. Blank Children's Hospital by sponsoring their holiday wish lists. He personally delivered gifts to each patient, played games, signed autographs, and even joined in the fun of opening some of their new toys. To express his gratitude to the hospital staff, Dyson also provided a special dinner for the nurses in the blood cancer unit. With a deep passion for supporting children facing chronic illnesses, he was thrilled to bring holiday cheer to the Atlanta community.



Hawks Forward-Center, Onyeka Okongwu Wins NBA Cares Bob Lanier Community Assist Award for November

Atlanta Hawks player Onyeka Okongwu was honored with the NBA Cares Bob Lanier Community Assist Award for November, recognizing his dedication to supporting those coping with the loss of loved ones. Okongwu partnered with nonprofit organizations Kate's Club and Camp STARS, providing emotional support and other resources like Hawks merchandise, game tickets, sporting equipment, and monetary contributions. His efforts are deeply personal, inspired by his own experiences with grief, including the loss of his brother, father, and a close friend.

To honor his efforts, Okongwu received the David Robinson trophy during the Dec. 28 Hawks-Heat game, and the NBA donated \$10,000 to Kate's Club, a local nonprofit that empowers individuals facing life after the death of a parent, sibling, caregiver, or someone important to them. The Bob Lanier Community Assist Award highlights players' commitment to community impact, continuing the legacy of Bob Lanier's generosity and influence.



Hawks Legends in Action: 70+ Appearances in 2024

Hawks Legends continue to play an integral role in their community efforts, embodying the spirit of lifelong connection and service. Thirty Hawks Legends remain actively engaged, making a tangible impact through various initiatives. In 2024 alone, our Legends made 71 appearances, supporting key community and business initiatives.



Over 2,500 Game Tickets Donated to Local Nonprofits by Hawks Players

Each season, through the Hawks Heroes Community Ticket Program, Hawks players donate tickets to local nonprofit organizations and Title 1 schools, providing members of the metro Atlanta community with the opportunity to enjoy a Hawks gameday. To elevate the experience, each ticket includes a \$10 concessions voucher, and in some instances, a special pre- or postgame meet-and-greet with the host player. Over the past two seasons, Hawks players have donated over 2,500 tickets to 66 organizations, furthering their commitment to enriching the community through unforgettable game day experiences.



EMPOWERING VOICES OF THE 404

The Atlanta Hawks and State Farm Arena are committed to championing diversity, equity, and inclusion for our team, community, and fans in Atlanta; a vibrant city that embodies a melting pot of backgrounds and beliefs. Through our DEI initiatives, we work to ensure all community members feel seen, heard, valued, supported and respected, bringing DEI to life through impactful programs that align with our core values and organizational priorities. Our efforts strengthen our community connections, build trust, and enhance cultural competency, essential to truly understanding and supporting Atlanta. Through our work this past season, we:

Donated our time, talent, and treasure in supporting the advancement of historically marginalized communities in Atlanta.

Championed, empowered, and celebrated authentic engagement with Atlanta's diverse communities.

Promoted, advocated, and executed programs to change the trajectory of the residents in Atlanta.

Celebrating Diverse Communities Through Eight Theme Nights

The Hawks collectively celebrated Atlanta's diverse communities by hosting eight theme nights: MLK Night, HBCU Night, Divine 9 Night, Veterans Appreciation Night, Pride Night, Hispanic Heritage Night, Crowning Courage, and Women's Empowerment Night. Each night honored unique cultural contributions, drawing on insights from Cultural Listening Labs and local organizations to create authentic, community-reflective activations. Additionally, team members who embody the city's diversity were recognized on-court during games, emphasizing the importance of representation and fostering a sense of pride within both the community and the organization.



Honoring the Legacy of Dr. Martin Luther King Jr.

The Atlanta Hawks hosted their annual 'MLK Game presented by Chase' at the award-winning State Farm Arena on Monday, Jan. 15, 2024. The festivities began with a special performance by the Clark Atlanta University Philharmonic Society, who sang the Hawks' player introductions and the national anthem as Hawks players and staff took the court wearing a special MLK shirt during warm-ups, featuring an inspirational quote from Dr. King.

Aligned with the economic empowerment pillar to uplift and support small businesses, the Hawks and Chase honored Communiqué USA, a local Black and woman-owned marketing and communications firm, during the game. In tribute to Dr. Martin Luther King Jr.'s courageous activism, the Hawks also recognized Olympian Dr. Tommie Smith, whose iconic Black Power salute at the 1968 Mexico City Games became a global symbol of civil rights and athlete activism. To crown the evening, Atlanta native, hip-hop icon, and three-time Grammy Award winner Killer Mike delivered a powerful halftime performance honoring Dr. King's legacy.

Earlier in the day, the Hawks hosted a pregame panel discussion presented by Chase, titled "Advancing the Legacy: A Transparent Conversation About Homeownership in Atlanta." The panel featured Chase leadership and community advocates discussing strategies to increase homeownership rates among Black Americans in the Atlanta area.



Atlanta Hawks and State Farm Celebrate Third Divine Nine Night

The Atlanta Hawks hosted their third annual Divine 9 Night presented by State Farm, celebrating the rich legacy of the National Pan-Hellenic Council's nine Black Greek letter organizations. The evening featured vibrant strolling performances and community engagement, including the packing of LOVE Bags for Mimi's Pantry and Panther's Pantry.

In partnership with State Farm, the Hawks awarded \$50,000 in gap scholarships to Divine 9 undergraduates at Clark Atlanta, Georgia Institute of Technology, Georgia State, Morehouse, and Spelman—advancing education and supporting the next generation of leaders.



Hawks Celebrate Sixth HBCU Night presented by Chase

Presented by Chase, the Hawks' annual HBCU Night celebrated the legacy, culture, and impact of Historically Black Colleges and Universities in the African-American community, the city of Atlanta, and nationwide. The evening began with a powerful pre-game fireside chat featuring Rich Paul, Founder & CEO of KLUTCH Sports, discussing his journey and the importance of financial wellness.

The FAMU Gospel Choir opened with the United States and Canadian national anthems, followed by a dynamic halftime performance featuring Spelman and Morehouse's Mahogany-N-Motion, Clark Atlanta's Essence Dance Line, and ATL BOOM with HBCU drumline alumni.

The Hawks and Chase honored Ebony Austin, HBCU graduate and founder of Nouveau Bar & Grill, for her community impact and student scholarship efforts. Fans celebrated the occasion with limited-edition hoodies designed by HBCU alum Keon Young, founder of ATL Alumni. Hawks team members who attended HBCUs were also recognized, rounding out a night of pride, purpose, and Black excellence.



Each year, the Atlanta Hawks and State Farm Arena eagerly anticipate HBCU Night presented by Chase. We come together to honor our nation's and city's Historically Black Colleges and Universities for their dedication to empowering the educational journeys of African American students. HBCUs play a critical role in shaping the leadership capabilities of many of our employees, and continuously contributes to the advancement of our entire community. By providing educational opportunities, fostering leadership development, enriching our cultural landscape, and making significant economic contributions, they remain an **indispensable component of the fabric of our nation.**

Hawks' Executive Vice President and Chief People, Diversity and Inclusion Officer, Camye Mackey

Honoring Hispanic Heritage: A Celebration of Culture and Community

Hispanic Heritage Night by CareSource

The Atlanta Hawks hosted their annual Hispanic Heritage Night presented by CareSource on March 10 during their game against the New Orleans Pelicans at State Farm Arena. The event celebrated the culture and contributions of Hispanic and Latino communities, featuring music, dance, and in-game activities. The first 4,000 fans received a rally towel courtesy of CareSource, designed for Hawks fans to showcase their team spirit and community pride.

The night kicked off with a performance of the national anthem by singer Serena Grace. Known for blending her Latin roots with hip-hop influences, her artistry reflects a dynamic fusion of cultures and musical styles.

The starting lineups were announced in Spanish, and the ATL Dancers performed a Latin dance routine, while Los Mariachis entertained fans during the game. Puerto Rican singer and rapper LUNAY, known for his hit song "Soltera," performed at halftime. The Hawks' Hispanic Heritage Night also marked the team's first-ever Spanish-language broadcast.



Hawks, CareSource, and Latin American Association Serve 150+ Families in Grocery Giveaway

In partnership with CareSource and the Latin American Association (LAA), the Atlanta Hawks organized a grocery giveaway, providing culturally relevant food supplies to over 150 families served by the LAA. This initiative reflects the Hawks' ongoing commitment to being a civic asset to the community. By deepening their collaboration with a trusted partner, CareSource, who consistently support Hispanic and Latino communities, they aim to make meaningful strides in addressing food insecurity.



“As we partner in the communities where our members live, work and play, we are helping to bridge gaps in access to health care and addressing social determinants of health –

like lack of transportation to a doctor and access to healthy food – across the state.”

CareSource Georgia President,
Jason Bearden

Uplifting LGBTQIA+ Voices in Sports and Community

Continuing the commitment to active allyship and community support, the Atlanta Hawks participated in the Atlanta Pride Parade and supported the Mayor's inaugural Youth Pride Summit and Festival last year. Additionally, the Hawks supported the "(You)th Belong in Sports" initiative by the Center for Civic and Human Rights, championing the belief that all youth, including LGBTQIA+ youth, deserve a place in sports and beyond.



Enhancing Inclusive Experiences at State Farm Arena

Translating for Equity

To better serve Atlanta's diverse community, the Hawks and State Farm Arena partnered with the Guest Engagement Team, SUNE Translate, and HYPE to provide on-site translation services at international concerts and key games. Translators assist guests at ticket gates and box offices alongside SMILE Makers. Internally, interpreters also supported the Talent Acquisition team during interviews, promoting equitable access to employment opportunities.

Upgrades to Sensory Inclusion

In 2024, State Farm Arena enhanced its Sensory Inclusion Room with new tools and technology, reinforcing its commitment to accessibility for all guests. The updated space offers a calming environment for neurodiverse individuals to enjoy live events. The Arena also completed annual recertification for team members, ensuring continued training to support guests and colleagues of all abilities.





LIFTING FROM WITHIN

The Atlanta Hawks and State Farm Arena believe that being a civic asset to the Atlanta community begins with fostering a strong and supportive internal culture. The commitment to community impact extends beyond the work with local organizations—it starts with team members. The Hawks and State Farm Arena emphasize the importance of creating a workplace where everyone feels valued, supported, and connected. By building an internal culture rooted in diversity, inclusion, and belonging, they empower employees to fully embrace their roles as civic assets in the community.

The focus on organization-wide service opportunities and employee engagement ensures that every member of the team feels inspired to actively participate in initiatives that benefit the Atlanta community. Through this alignment of internal and external efforts, it strengthens the collective ability to create meaningful impact, making the Hawks a valuable asset to the city and a model of civic responsibility.



Over 25,000 Meals Packed at Hawks Employee Day of Service

As part of the commitment to addressing food insecurity, the Hawks in the Community and Philanthropy ERG, supported by the Hawks DEI team, organized an Employee Day of Service at the Atlanta Community Food Bank's Hunger Action Center. Team members from various departments, along with the Lady Hawks, collaborated to pack a total of 30,572* pounds of food, equating to 25,476* meals, for those facing food insecurity.

EMPLOYEE SPOTLIGHT

HISPANIC HERITAGE MONTH



ERIKA RODRIGUEZ
REVENUE

HERITAGE
Puerto Rican and Ecuadorian

HERO
My mom is my angel hero. She was the kindest, most brave, toughest, God-fearing woman and fighter that taught me how to take on life with faith, lots of love, and tons of laughter.

FAVORITE AUTHOR
Dr. Shefali Tsabury
Her book, *The Awakened Family*, helped me view parenting through a different lens which led to a deeper connection with my daughter.

ATLANTA HAWKS EMPLOYEE SPOTLIGHT

AANHPI HERITAGE MONTH



ISSA MALIK
DEPARTMENT
Analytics

HERO
My Grandfather (Nana Abu in Urdu) He instilled in me invaluable lessons: the virtue of patience, the rewards of hard work, and the courage to step beyond one's comfort zone, unlocking boundless opportunities. His optimistic outlook on life and desire to succeed serves as a beacon of inspiration for me!

FAVORITE DISH
Butter chicken with Garlic Naan

ATLANTA HAWKS EMPLOYEE SPOTLIGHT

HBCU ALUM



TAYLER MURRAY

DEPARTMENT
College Park Skyhawks/
Hawks Talon GC

SCHOOL
Howard University

WHY HBCUS?
HBCUs provide safe spaces, unique opportunities, and an abundance of resources that ultimately shape future generations of leaders who understand that it's their responsibility to reach back and make an impact within their communities.

EMPLOYEE SPOTLIGHT

BLACK HISTORY MONTH



FRED RAVENELL
GUEST EXPERIENCE

HERO
My parents, who have been married for 50 years and raised four young men through high school and college.

FAVORITE DISH
Cabbage & rice, mac n cheese, fried chicken or pork chops, and sweet potato pie for dessert.

Celebrating the Contributions of Hawks Team Members

Throughout the year, the Atlanta Hawks and State Farm Arena proudly celebrate the rich diversity of the communities that shape the vibrant spirit of Atlanta. As the organization & community honors the progress, triumphs, and courageous actions of trailblazers throughout history—and the enduring inspiration their legacy provides around the world—the Hawks family also takes immense pride in recognizing the profound impact Hawks team members have. Their passion, dedication, and unwavering commitment leave lasting impressions on the organization and on the great city of Atlanta, making it a better place for all. During Black History Month, Hispanic Heritage Month, AANHPI Heritage Month, HBCU Night and Divine 9 Night, the Hawks and State Farm Arena recognized a different team member each week and their contributions to their community and the Atlanta Hawks family.

Atlanta Hawks Employee Resource Groups

Within the Atlanta Hawks organization, the Employee Resource Groups (ERGs) foster connection and belonging among team members, helping to build inclusive communities internally. These efforts are essential in creating an empowering workplace culture, as well as strengthening the Hawks' ability to positively impact the greater Atlanta community. By focusing on networking, education, career development, and diversity, equity, inclusion, and belonging, the Hawks ERGs contribute to creating a workforce that reflects and supports the diverse needs of the city. This commitment extends beyond the team, empowering the entire organization to drive positive change and engagement within the Atlanta community.



Parent's ERG: Father's Day



Empower Her ERG: Denim & Discussions



Women of Color ERG: Women's Empowerment Brunch



Community & Philanthropy ERG: Reading Day



-  HAWKS IN THE COMMUNITY AND PHILANTHROPY
-  EMPOWER HER
-  HAWKS IN THE PLANET
-  INVESTMENTS AND BUILDING GENERATIONAL WEALTH

-  LGBTQIA+ PRIDE
-  THE PARENTS GROUP
-  WOMEN OF COLOR
-  YOUNG PROFESSIONALS GROUP



Parent's ERG: Mother's Day Brunch



HER TIME TO SOAR



The inaugural SheLEADS Summit featured powerful career conversations with dynamic women leaders across industries and honored Civil Rights icon Xernona Clayton with the She LEADS Award, celebrating her legacy as a trailblazer for women in Atlanta and beyond. Throughout the yearlong program, the Hawks reinforced their commitment to economic empowerment by allocating 90% of program expenses—and 100% of controllable spend—to women-owned businesses. Continuing the mission to uplift, invest in, and empower the next generation of women leaders, each March a new cohort of SheLEADers will graduate during Women's History Month.



47 Early Career Women Graduate from Inaugural SheLEADS Cohort

The Atlanta Hawks launched the inaugural SheLEADS Women's Empowerment Program, engaging 47 early-career women in a yearlong journey of personal and professional growth. Through monthly sessions like "You Own the Room", "21st Century Leadership", and a Financial Wellness Day presented by Georgia Power, participants gained tools to lead with confidence and resilience. The program featured networking events, community service, a Hawks Watch Party sponsored by Michelob Ultra, and kicked off with an inspiring summit. It concluded with a celebratory graduation and game day suite experience, courtesy of BMW.



Women's Empowerment Night presented by Your Atlanta Area BMW Centers

The Atlanta Hawks remain committed to empowering women year-round—both within the organization and across the community. In celebration of Women's History Month, the Hawks hosted a series of uplifting events, culminating in Women's Empowerment Night presented by Your Atlanta Area BMW Centers. The evening featured the graduation of the inaugural She LEADS class, a halftime performance with Hawks team members and ATL Dancers, and the debut of exclusive Lady Hawks varsity jackets—honoring the strength, resilience, and legacy of women on and off the court.



Lady Hawks' Impact in the Community

In celebration of Women's History Month, the Lady Hawks, a women's auxiliary group made up of the wives, significant others, and mothers of Atlanta Hawks players, coaches, basketball operations staff, and management, partnered with local nonprofits that support women and youth throughout Atlanta.

Lady Hawks Donate \$20,000 to Dress for Success Atlanta

The Lady Hawks teamed up with the Hawks Shop, the official team store of the Atlanta Hawks, to launch retro varsity jackets, raising \$20,000 for Dress for Success Atlanta. The partnership, which began in 2020, supports women reentering the workforce through workshops and career resources that promote economic independence and empowerment.



Lady Hawks Host 'Say Yes to the Prom Dress' Event for Deserving Teens

The Lady Hawks hosted their fifth annual "Say Yes to the Prom Dress" event in partnership with Becca's Closet - The Ascent Project at the Emory Sports Medicine Complex. Nearly 20 teens from Atlanta Public Schools and local YMCAs were invited to select prom dresses, shoes, and accessories, complemented by on-site hair, makeup, and beauty services. This event was designed to boost self-esteem and celebrate the teens' unique beauty as they prepared for this significant milestone.





ECONOMIC OPPORTUNITY ACROSS THE 404

The Atlanta Hawks continue to play a pivotal role in driving economic empowerment throughout the 404 by providing career exposure, mentorship, workforce development, and valuable opportunities for underrepresented communities. Through initiatives like the HBCU Pathways Program, presented by Georgia Power, and strategic partnerships with organizations like Chase, UPS, and Stand Together, the Hawks are fostering growth and success for small business owners, justice-impacted individuals, and aspiring entrepreneurs. These collaborations create pathways for economic opportunity and build a stronger, more inclusive community for all Atlantans. By amplifying the impact of local businesses, offering critical workforce training, and nurturing the next generation of leaders, the Hawks are helping to shape a brighter, more equitable future for the city.

Atlanta Hawks and R.I.C.E. Empower 30 Entrepreneurs Through "Shoot Your Shot" Program

In partnership with R.I.C.E (Russell Innovation Center for Entrepreneurs) and Cadore Advisory Group, the Hawks launched the third phase of its "Shoot Your Shot" program, offering educational sessions for entrepreneurs. Over six months, 30 R.I.C.E stakeholders collaborated with various Hawks team members across departments such as Marketing, Revenue, Finance, Analytics, Legal, and People & Culture to refine their business pitches and strategies. At the program's conclusion, participants pitched for a \$5,000 prize to fuel their ventures, with Kayla's Italian Ice, a mother/daughter-owned business, taking home the grand prize.



Atlanta Hawks and Georgia Power Launch 'True to You Workforce Empowerment' Program

In December, the Atlanta Hawks and Georgia Power introduced the 'True to You Workforce Empowerment' program, an initiative designed to support the career development of emerging leaders, including college students, early-career professionals, and individuals re-entering the workforce after a career break. The program offers year-round events and unique experiences designed to foster professional growth and career advancement. In 2024, the dynamic range of programming offered through the 'True to You Workforce Empowerment' program impacted more than 300 people from diverse backgrounds including students, young professionals and veterans.

Learn more at hawks.com/workforce-empowerment



Eight HBCU Pathways Interns and Two NBA HBCU Fellows Join the Atlanta Hawks for Summer Internship Experience

For the 2nd summer in a row, the Atlanta Hawks and State Farm Arena hosted eight HBCU student interns as part of their HBCU Pathways Program, presented by Georgia Power, alongside two additional interns from the NBA HBCU Fellowship Program. This ten-week summer internship provided each intern with over 350 hours of hands-on, immersive experience across various departments within the Hawks' organization. To support their professional development, each intern was paired with a Georgia Power employee, who served as their mentor, and participated in several professional development sessions including two events that were hosted at Georgia Power's Headquarters. This initiative provided valuable workforce development opportunities, and gave the interns critical exposure to careers in sports and entertainment, contributing to their professional growth and career aspirations.

TRUE TO YOU
WORKFORCE
EMPOWERMENT

PRESENTED BY





UPS and Hawks Recognize Five Local Small Businesses in 'Lift the 404' Honors

The Atlanta Hawks and UPS, the team's official delivery and hometown logistics partner, launched the 'Lift the 404' initiative, delivered by UPS. Over five games during the season, the Hawks wore their Fly City Edition uniforms and, in collaboration with UPS, honored five minority-owned businesses that exemplified hard work, dedication, and grit. Each honoree received a \$5,000 grant, two tickets to a Hawks game, and a custom-framed Hawks 2023-24 Nike NBA Fly City Edition jersey. The Hawks also utilized their media platforms to increase visibility for the small businesses. At each game, the featured business was spotlighted pregame at center court, followed by a special opportunity to serve as Co-Captain. This experience included meeting with referees, Hawks players, and opposing team captains at center court just before tipoff.

Atlanta Hawks, State Farm Arena and Stand Together Announce Social Impact Partnership

The Atlanta Hawks, State Farm Arena, and Stand Together have launched a multi-year partnership aimed at driving social impact in the Atlanta region through education and community-building initiatives. Supporting over 340 local nonprofits, the collaboration empowers musicians, athletes, and fans to create change. As part of this, the Hawks supported the launch of Café Momentum, that transforms lives by equipping justice-impacted youth with life skills, education, and employment opportunities through its culinary internship program. Café Momentum's next location will open near State Farm Arena in Spring 2025.

Last November, several Hawks and Stand Together Executives along with Hawks guard Keaton Wallace, Hawks Legend, Dominique Wilkins, and TV Announcer Bob Rathburn visited Café Momentum to tour the restaurant and learn more about their mentorship, education and career readiness opportunities in addition to their upcoming launch.



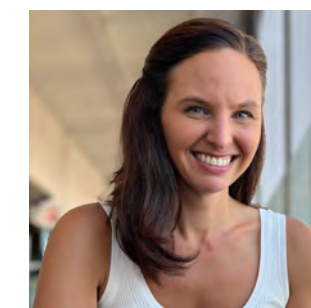
Bianca Kiovanni
Simplicity Beverage Company



Shamik Dasgupta
Bunny Hopkins



Omar Kinnebrew
Bespokature



Diane Athena Best
Red Dress Boutique



Mairé Bavarday-Rosa
ECOMSPACES

“To 'Lift the 404' means that your business cares deeply about having a positive impact on Atlanta and its people.”

We believe that each of these five businesses have continued to show how vital it is for Atlantans to use their passion to make a greater impact on the city. ”

Hawks Executive Vice President and Chief Diversity, Inclusion and People Officer Camye Mackey



Ten Aspiring Entrepreneurs Attend Hawks and Chase Second Chance Community Program

The Atlanta Hawks and Chase partnered to host a "Second Chance" community program at the Chase Summerhill Community Center, engaging ten aspiring entrepreneurs impacted by the criminal justice system. The program provided educational workshops focused on financial health and business finance, empowering participants to pursue diverse business ideas, including food trucks, social impact initiatives, media consulting, and re-entry connection services for formerly incarcerated individuals. The Hawks and Chase collaborated with the Atlanta chapter of the Center for Employment Opportunities (CEO) and the Georgia State University Prison Education Program to identify participants. CEO, previously supported by the NBA Foundation, has worked to help justice-impacted individuals secure employment and career advancement, including in Atlanta.

“ Breaking down barriers to employment so that more Americans can access a second chance

to participate in the workforce is good for families, communities, and the economy. Helping more individuals, including these aspiring entrepreneurs, navigate the roadblocks they may face when reentering the workforce helps put more people on the path to success.”

Chase's Community and Business Development Director for the South, Brigitte Killings

Hawks and Chase Donate \$25,000 to First Generation Entrepreneurs

The Atlanta Hawks and Chase collaborated to empower five first-generation "Rookie Entrepreneurs" through a day of educational workshops focused on financial health and business finance. The event, held at the Chase Summerhill Branch, kicked off with lunch and networking before transitioning into workshops. The workshops covered essential topics such as building and maintaining credit, goal-setting through budgeting and savings, understanding capital, and navigating cash flow, equipping the entrepreneurs with tools to support their business growth. The day culminated in a surprise fireside chat with Hawks player Clint Capela, who shared his experiences managing finances during his NBA career. Capela and the organizations further supported the entrepreneurs by announcing a \$5,000 donation to each small business, aiding their ongoing development and success.



“ We are excited to partner with Chase to help support first-generation entrepreneurs. Understanding the hurdles entrepreneurs encounter, we enthusiastically join forces with community partners to broaden access to vital information and support, aiming to create equitable opportunities and foster growth potential.”

Hawks Vice President of DEI Impact and Strategic Initiatives, Alexis Roe





WINGS OF HONOR

The Atlanta Hawks and State Farm Arena are deeply committed to supporting the nation's veterans and military personnel, with initiatives designed to honor and assist those who have served. Through strategic partnerships and meaningful programs, the Hawks provide veterans with valuable resources, career opportunities, and memorable experiences. From career fairs and certification trainings to special events honoring service members, the Hawks' initiatives reflect the organization's ongoing gratitude for the sacrifices made by our military community.

Over 100 Veterans Attend Veterans Career Fair Hosted by Hawks and Georgia Power

Last July, in collaboration with the U.S. Department of Veterans Affairs' Veteran Readiness and Employment (VR&E) Division, the Atlanta Hawks and Georgia Power hosted a Veterans Career Fair to connect veterans to diverse career opportunities that leverage their unique skill sets. The event featured over 35 companies and veteran support services, providing valuable resources for over 100 veterans.



3rd Annual True to You Career Center S.M.I.L.E. Training

In addition, the Hawks and Georgia Power hosted veterans and military personnel at State Farm Arena for a S.M.I.L.E. certification training. The training focused on key career readiness tactics as they transitioned or prepared to transition from a rigorously structured work environment to job circumstances that required greater autonomy.



Over 200 Military Guests Honored Courtside at 8th Annual Crowning Courage Night presented by Crown Royal

For the eighth consecutive season, the Atlanta Hawks partnered with Crown Royal to honor active and retired military personnel at the annual Crowning Courage event on March 27. In a heartfelt & generous gesture, Hawks Season Ticket Members donated their courtside seats, allowing over 200 veterans and their guests to enjoy the game against the Portland Trail Blazers. Before the game, the Hawks hosted a private reception for the honored guests. The event included warm greetings from Hawks Owners, Senior Leadership, and Hawks Legend Dominique Wilkins. As a token of appreciation for their service, each veteran left the evening with thoughtful gifts, underscoring the organization's gratitude and commitment to honoring their contributions.



A Military Magical Moment with Rooms to Go

The Atlanta Hawks, in partnership with Rooms To Go and the Georgia Department of Veterans Service, came together to create a memorable and life-changing experience for local military veteran Antoine Thomas, his wife, Brittany, who serves in the National Guard Reserve, and their four daughters. The family was treated to a day of shopping at Rooms To Go, where they were accompanied by Hawks player Onyeka Okongwu, who helped them select furniture for their new home.

During a Hawks game, the family was honored with a video presentation paying tribute to Mr. Thomas and reflecting on the heartwarming shopping experience. The Thomas family shared that having their first home completely furnished by Rooms To Go was life-changing for their family.

Rooms To Go, a longtime partner of the Hawks, donated a full home makeover, including a fully-furnished living room, dining room, master bedroom, and each child's bedroom, to help the Thomases create a comfortable home for their family. This gesture aimed to provide the family with a fresh start and a space where they could thrive.



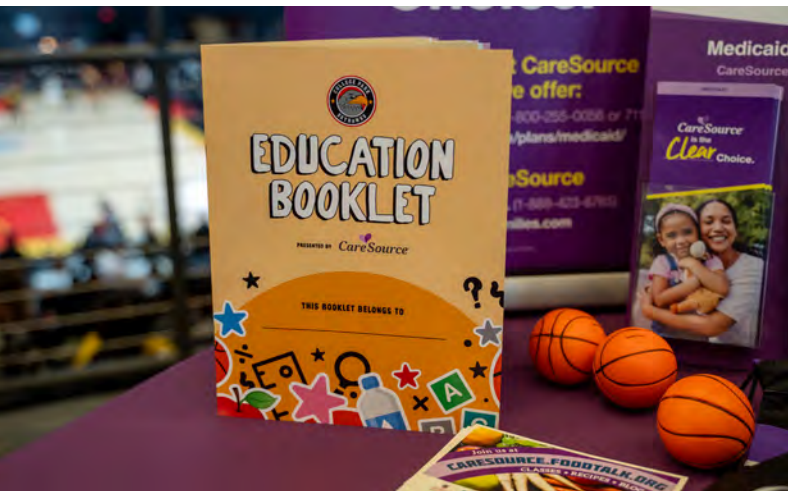


SOARING ON THE SOUTHSIDE



Skyhawks Education Day Game presented by CareSource

On December 4, the Skyhawks and CareSource hosted students and staff from local schools, with CareSource donating 250 tickets to students and faculty of Atlanta Public Schools. Attendees received a co-branded, interactive education booklet, along with co-branded thunder sticks. CareSource also sponsored in-game elements, including a "Well Check" free throw contest and a halftime skills challenge, with the winner receiving a \$1,000 donation to their school. Cuddles, the CareSource mascot, made an appearance, joining Atlanta's favorite G League mascot, Colli Skyhawk.



10,000 IMPACTED

800+ IMPACTED

THROUGH BASKETBALL AND DANCE CLINICS

7,000 TICKETS

TICKETS PROVIDED TO COMMUNITY ORGANIZATIONS

100+ TEACHERS

SUPPORTED THROUGH SKYHAWKS HOLIDAY AND GIVING INITIATIVES

2,000 YOUTH

IMPACTED THROUGH EDUCATION-RELATED INITIATIVES



Colli's Classroom: Empowering Students at West Clayton Elementary

Adopt a School Program: Skyhawks' Partnership with West Clayton Elementary School

As part of the "Colli's Classroom Adopt a School" program, the College Park Skyhawks are in the second year of their two-year partnership with West Clayton Elementary. This initiative was designed to make a lasting impact on over 500 students through multiple touchpoints each year. In 2024, the program featured multiple PE takeover basketball clinics, service projects, reading days, book fairs, holiday-themed activities, and more. All of these activations focused on providing resources, support, and engagement opportunities that foster educational growth, personal development, and community involvement. Through a variety of activities and events, the Skyhawks continue to create meaningful connections with the West Clayton Elementary students, faculty, and staff, encouraging their success both in and out of the classroom.

Story Time with the Skyhawks

In 2024, the College Park Skyhawks hosted six "Story Time with the Skyhawks" events, where Skyhawks staff and basketball personnel volunteered their time to read basketball-themed books to children. The sessions included interactive quizzes with prizes, designed to enhance the children's listening skills and engagement. These events provided an opportunity for the Skyhawks to connect with the community while promoting literacy and creating memorable experiences for young fans.



Fan Fest Powered by Wilson and CareSource Supply Drop

The NBA G League celebrated its return to team markets with the first annual league-wide Fan Fest, presented by Wilson. Fans across the country enjoyed both virtual and in-person family-friendly activities hosted by their hometown teams, including the College Park Skyhawks in the Atlanta community.

The College Park Skyhawks brought the energy to West Clayton Elementary with an action-packed PE Takeover. Hawks Basketball Academy Coaches led students in shooting, agility, and defensive drills, while ManniSupreme from Hot 107.9 radio energized the crowd during a lively pep rally for fourth- and fifth-graders. The excitement didn't stop there—third- and fourth-graders also joined in on the fun later in the day. To top it off, the Skyhawks teamed up with CareSource to donate over 4,000 school supplies to all 20 classrooms, adding to their impressive total of 8,000 items given to the school over the past two seasons.





Skyhawks and Aaron's Provide A+ Experience

During the 2023-24 season, the College Park Skyhawks and The Aaron's Company, Inc., announced a partnership that made Aaron's the official jersey patch partner of the Skyhawks, as well as the team's official furniture partner. The jersey patch was worn on the Skyhawks' home and away jerseys during the 2023-24 season.

The partnership also brought an exciting highlight to the season with the annual "Fan Appreciation Night," presented by Aaron's, which was a special event Skyhawks used to recognize and thank their fans for their unwavering support, celebrating a record-breaking season of sellouts.

As part of the Skyhawks holiday festivities, the Skyhawks and Aaron's also hosted the annual Holiday game that featured special appearances and engagement opportunities for fans with Santa Claus and the Grinch.

Additionally, the Skyhawks and Aaron's introduced the "Aaron's A+ Experience", a program designed to honor local educators and community leaders from West Clayton Elementary where ten individuals were surprised with courtside seating at Skyhawks games, offering them a chance to enjoy the excitement of the game while being recognized for their contributions to the community.





TOGETHER WE #LIFTTHE404

The Atlanta Hawks and State Farm Arena extend their deepest gratitude to all of their global partners for their unwavering support and commitment to the Atlanta community. Through their generous contributions, collaborative efforts, and shared vision for creating positive change, these partners help make a meaningful impact on the lives of countless individuals and families. Together, we are building a stronger community and fostering a future where opportunity, equity, and empowerment thrive for all. The Hawks are thankful for the continued dedication and partnership of our global partners in driving lasting change across Atlanta.



Thank You To Our Global Partners



Aaron's



CareSource

CHASE

Crown Royal



Georgia Power



GEORGIA'S OWN CREDIT UNION

globalpayments

Google



Honeywell



Novelis

PAPA JOHNS



Stand Together



verizon





Thank You To Our Community Partners

The Atlanta Hawks and State Farm Arena are proud to partner with a diverse group of community and nonprofit organizations and Title I schools to support and uplift the Atlanta community through a wide range of initiatives. The Hawks and State Farm Arena are especially grateful to the organizations with whom partnerships have strengthened and deepened over time, including but not limited to those listed here. Thanks to all these partners for their continued dedication to making a positive impact on the Atlanta community.



THE BOYCE L. ANSLEY SCHOOL
Beyond circumstance



BOYS & GIRLS CLUBS
OF GEORGIA



U.S. Department
of Veterans Affairs



West Clayton Elementary School





2024 BEYOND BASKETBALL

