



IMPACT REPORT



**THE CELTICS COMMUNITY
EFFORTS STRIVE TO**

**UNITE,
EMPOWER,
AND UPLIFT**

COMMUNITIES IN NEED



BOSTON CELTICS SHAMROCK FOUNDATION MISSION

Through a social justice lens, extend the reach of the Celtics Championship legacy into the New England community by serving families and children in need. On an annual basis, the Shamrock Foundation provides grassroots programming and strategic funding to local organizations serving at risk or in need youth populations. The Shamrock Foundation partners with socially responsible corporations and philanthropic individuals to grow its mission and reach throughout the community. The outreach **unites**, **empowers**, and **uplifts** the community by leveraging the power of sport and the Celtics global brand.



"BEING A PROFESSIONAL ATHLETE IT'S IMPORTANT WE USE OUR PLATFORM AND OUR VOICE TO SPEAK OUT AS WE CAN REACH SO MANY PEOPLE AROUND THE WORLD.

SENDING OUT A POSITIVE MESSAGE AND ENCOURAGING EVERYBODY TO DO THEIR PART WILL MAKE A BIG DIFFERENCE.
THAT'S THE ROLE WE PLAY."

-Jayson Tatum

COMMUNITY IMPACT

450+

EVENTS

12+

INITIATIVES
CREATED
TOTALING 40+

\$8.6M

INVESTED IN THE
COMMUNITY



UNITE

BOSTON CELTICS UNITED

Boston Celtics United is a 10-year and \$25 Million multi-focused commitment to addressing racial injustice and inequity in New England, with an emphasis on combating issues that have impacted the Black community as a result of the nation's history of systemic racism. The work is rooted in six pillars: Health, Education, Economic Opportunity & Empowerment, Criminal Justice & Law Enforcement, Civic Engagement, Breaking Down Barriers & Building Bridges Across Communities.



CHUCK COOPER FELLOWSHIP

(Economic Opportunity & Empowerment)

Providing training and experience to the next generation of sports and social justice leaders

PLAY FOR JUSTICE

(Criminal Justice & Law Enforcement)

Humanizing those impacted by the criminal justice system

PLAYBOOK INITIATIVE

Presented by New Balance
(Breaking Down Barriers & Building Bridges Across Communities)

Equipping students with tools to combat bias discrimination in their community

POWER FORWARD GRANT

Presented by Vistaprint
(Economic Opportunity & Empowerment)

Investing in growth funding for Black and Brown small businesses and entrepreneurs

PURSUE PATHWAYS

Presented by Amtrak
(Education)

Increasing the college graduation rate for black and brown students

RAISE THE AGE

(Criminal Justice & Law Enforcement)

Advocating for passage of legislation which will reduce recidivism by 34%

SPREAD THE HEALTH

Presented by Point32Health
(Health)

Highlighting health disparities that disproportionately impact the black and brown communities and providing resources to combat them.

VOTER REGISTRATION

(Civic Engagement)

Increasing civic participation in historically underrepresented communities

STATS

\$1M

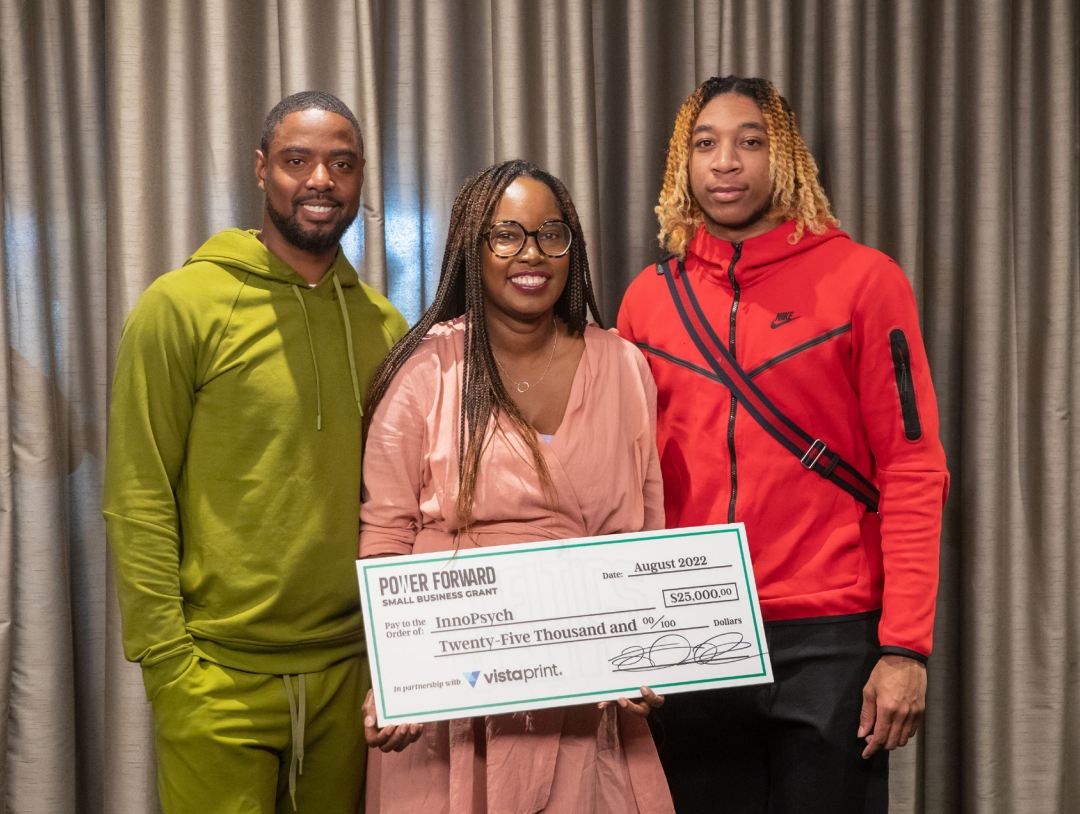
IN GRANTS TO
SMALL BUSINESSES

STRIVING TO PASS
LAW THAT REDUCES
THE RECIDIVISM
RATES BY

34%

351

CITIES AND TOWNS
ENGAGED IN BIAS
PREVENTION AND
ANTI-DISCRIMINATION
CURRICULUM



TAKING A CLOSER LOOK...

POWER FORWARD SMALL BUSINESS GRANT *Presented by Vistaprint*

POWER FORWARD

The Power Forward Small Business Grant program aims to create a lasting impact through the economic empowerment of Black-owned small businesses across New England. Through a combined commitment of \$1 million, Vistaprint and the Boston Celtics Shamrock Foundation are teaming up with the NAACP to award transformative grants of \$25,000 on a rolling basis. Through this initiative, grant recipients will have opportunities to be featured on co-branded platforms along with receiving marketing and design resources customized to their specific needs to help their business grow and thrive.



STATS

1,710

APPLICATIONS FROM
OVER 500 TOWNS IN
NEW ENGLAND

57%

OF BUSINESSES WERE
FEMALE OWNED

88%

REPORTED LESS THAN
\$100,000 IN REVENUE

42%

OF BUSINESSES WERE
MALE OWNED





EMPOWER

EMPOWERING COMMUNITIES

Providing opportunity and access to vital resources and leveling the playing field for underserved communities.



"I'M JUST TRYING TO DO SOMETHING TO GIVE BACK TO THE COMMUNITY, BECAUSE IT'S TAUGHT ME A LOT. I'VE LEARNED A LOT HERE. IT'S A GOOD WAY FOR ME TO GIVE BACK TO THE COMMUNITY TO SAY THANK YOU,

PRETTY MUCH JUST SAYING 'I APPRECIATE YOU' TO BOSTON."

– Jaylen Brown

ALL-STAR

*Presented by Arbella Insurance
(Education)*

Incentivizing perfect attendance and positive school culture for middle school students

COMMUNITY CREW

*Presented by TD Bank
(Building Bridges Across Communities)*

Mobilizing volunteers to deliver support to underserved communities

FIT FOR A CAUSE

*Presented by Boston Scientific
(Health)*

Renovating live, learn, and play spaces

FIT TO WIN

*Presented by SunLife Financial
(Health)*

Combating childhood obesity by providing physical fitness and nutrition programs across New England

FITNESS RENOVATION PROJECTS

*Presented by New Balance
(Health)*

Restoring workout spaces in the neighborhoods in which we live and play

SHAMROCK DREAMS

*Presented by F.H. Cann
& Associates
(Building Bridges Across Communities)*

Helping to solidify the bond between mentor and mentee matches

SR. CELTICS

*Presented by NEBH
(Health)*

Physical fitness classes and health education for low-income seniors

STATS

100+

**RENOVATION
PROJECTS
COMPLETED
SINCE 2008**

20,691

**TICKETS DONATED
SINCE 2008, WITH
A TOTAL VALUE OF
\$2,199,381**

TAKING A CLOSER LOOK...

ALL STAR

Presented by Arbella Insurance



A thousand middle school students recognized for perfect attendance over a 6-month period. Students celebrated at the end of the year with a carnival.

FIT TO WIN

Presented by SunLife Financial



Hundreds of youth across New England participated in a month long program to prioritize physical activity and proper nutrition.

GYM RENOVATION PROJECTS

Presented by New Balance

Jaylen Brown, Marcus Smart, and Jayson Tatum volunteered to help unveil the Terrence Clarke Gym at the Vine St. Community Center in Roxbury, Massachusetts. The event featured a basketball clinic with youth and commemorated the late Terrence Clarke's contribution to the City of Boston. This project was in conjunction with New Balance, the City of Boston's Centers for Youth and Families and in support of the NBA's 75th anniversary of Live, Learn and Play renovation initiative.

Site: BCYF Vine Street Community Center

Space: Gym Renovation honoring Terrance Clarke







UPLIFT

UPLIFTING COMMUNITIES

Creating heartwarming moments and spreading joy where and when it is needed most throughout the season.

CHILDRENS HOSPITAL VISITS

(Health)

Spreading joy to pediatric patients at local hospitals

HEROES AMONG US

*Presented by Mass State Lottery
(Building Bridges Across Communities)*

Recognizing individuals who have made an overwhelming impact on the lives of others.

MAKE-A-WISH

(Health)

Honoring the wishes of individuals with custom Celtics experiences

SEASON OF GIVING

(Building Bridges Across Communities)

Providing a lifetime of holiday memories to kids in need

SMALL BUSINESS ASSIST

*Presented by Vistaprint
(Economic Empowerment)*

Supporting local businesses while feeding our communities

SURPRISE & DELIGHTS

Presented by XFINITY

Spreading holiday cheer to 15+ in-need kids from surrounding communities with an exclusive Celtics experience and presents to celebrate the holiday season.

STATS

70+

WISHES GRANTED
BY BCSF. WISH
KIDS VISITING
FROM VARIOUS
COUNTRIES AND
STATES (ITALY, FRANCE,
NETHERLANDS, ISRAEL,
MICHIGAN, FLORIDA,
IOWA, ACROSS NEW
ENGLAND AND MORE)

60

HOMELESS YOUTH
CELEBRATED THE
HOLIDAYS WITH THE
FULL CELTICS ROSTER

1000+

PEOPLE FED
THROUGH SMALL
BUSINESS ASSIST

SEASON OF GIVING

BOSTON CHILDRENS HOSPITAL VISIT

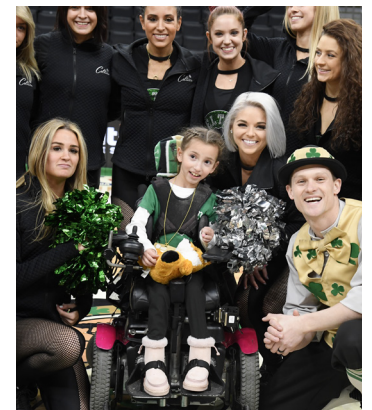
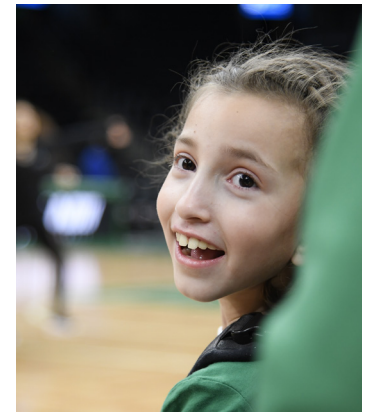


TAKING A CLOSER LOOK... MAKE-A-WISH EXPERIENCES

A SPOOKTACULAR HALLOWEEN



CELTICS DANCER FOR A DAY





DEVELOPMENT

50/50 RAFFLE

Presented by DraftKings

Engaging fans on game nights to fundraise for local nonprofit organizations

BALL KID PROGRAM

*Presented by Boston Celtics
Shamrock Foundation*

Getting young people in the game to assist the team with pregame warmups

GIVING TUESDAY

*Presented by Boston Celtics
Shamrock Foundation*

Supporting and partnering with local nonprofits on a globally recognized day of giving and unity

GREEN RUNS DEEP MARATHON TEAM

Presented by New Balance

Crowdfunding while going the 26.2 mile distance of the Boston Marathon

IN-KIND DONATIONS

*Presented by the Boston Celtics
Shamrock Foundation*

Utilizing autographed memorabilia to foster additional funding for local nonprofits

SHAMROCK RAFFLES

*Presented by Boston Celtics
Shamrock Foundation*

Offering exclusive online raffles featuring autographed memorabilia and exclusive experiences for Celtics fans

TEEING UP FOR KIDS GOLF TOURNAMENT

Presented by ReliaQuest

Hitting the links with the Shamrock Foundation and friends during a full day of golf

TIP-OFF GALA

Presented by NEBH

Tipping off the season by celebrating the impact in the community

DEVELOPEMENT

Identifying, designing, executing, and opening funding opportunities for the Shamrock Foundation and nonprofit partners.

STATS

2,381

IN-KIND DONATIONS
SINCE 2019

\$1.5M+

RAISED BY THE GREEN
RUNS DEEP MARATHON
TEAM SINCE 2014

\$1.2M

RAISED BY 50/50
RAFFLE SINCE 2012

GREEN RUNS DEEP MARATHON TEAM

Presented by New Balance



STATS

3,720

MILES

659

HOURS RUN

142

RUNNERS

SINCE PROGRAM INCEPTION, THE GREEN RUNS
DEEP MARATHON TEAM HAS RAISED

\$1,636,461

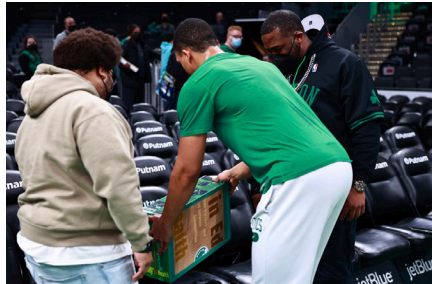
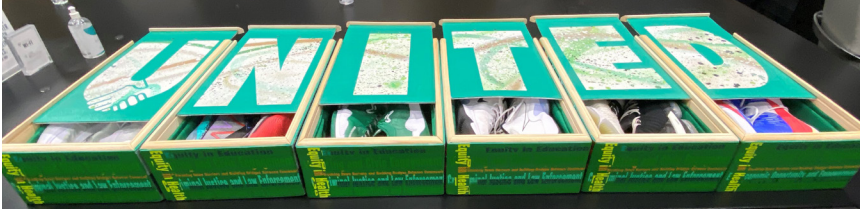
FOR KIDS IN NEED.

TAKING A CLOSER LOOK...

SHAMROCK RAFFLES

ART & SOLE

An online raffle with proceeds benefitting the work of Boston Celtics United



STATS

515

TRANSACTIONS

486

UNIQUE PLAYERS

6

WINNERS SELECTED

HOW TO GET INVOLVED

There are multiple ways to get involved with the Boston Celtics Shamrock Foundation

DONATE TO THE CAUSE

Your generous gift made today will directly support the causes and goals of the Boston Celtics Shamrock Foundation. The Boston Celtics Shamrock Foundation is a 501(c)(3) non-profit organization, and its Federal Tax Identification Number is 04-3174933. All donations made to the Boston Celtics Shamrock Foundation are tax-deductible to the extent allowed by law. www.celtics.com/donate

PARTICIPATE IN A DEVELOPMENT INITIATIVE

To get access to the ball kid program, marathon team, golf tournament or any development initiatives of the foundation contact the community engagement team at shamrock@celtics.com

APPLY FOR SUPPORT

The Boston Celtics Shamrock Foundation is proud to support the New England community through its giving program. To apply for support from our foundation, please follow instructions on the application below to formally submit your request. Don't forget to check the shot clock! Applications should be submitted at least six (6) weeks ahead of the requested fulfillment date. www.celtics.com/donationrequests.

TAKE PART IN A CORPORATE PARTNERSHIP

Corporate support of the Boston Celtics Shamrock Foundation's community work is critical to our success. To offer an in-kind gift or learn more about a brand-aligned partnership, please email the Corporate Partnership Sales team at cpsales@celtics.com.



@CelticsCommunity



