



# WHY WE PLAY

2018-19 Community Impact Report



# Dear Friends,

**To the Mavericks,** it's all about the fans, the people we call our family, and the community we call home. The Mavericks' organization is about basketball and so much more, and it's our hope to bridge our company, causes and vision with North Texans just like you.

This past year, our entire organization including players, coaches, staff and partners came together to build a better, stronger community. Through our community programs and the Mavs Foundation, we strive to build future leaders through education, to honor and celebrate our military and first responders, to go green and create a sustainable world, and encourage healthy lifestyles by being MavsFIT.

With this report, we hope to show you a glimpse of what we experience at the Mavericks every single day. Stats and scores grace the headlines throughout the season, but we strive to be champions both on and off the court and utilize our platform to play for a greater purpose.

And it's the spirit and tenacity of YOU - our MFFL teammates - that drive us to make an even bigger impact next season.

**We Play for The Dreamers.**

**Heroes.**

**The Fighters and Survivors.**

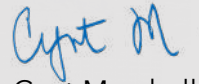
**World-Changers and Community-Shakers.**

**The Youth, Children and The Future.**

**We play for YOU.**

**We are Mavs...and This Is Why We Play.**

Sincerely,



Cynt Marshall,  
CEO of the Dallas Mavericks



Mark Cuban,  
Owner of the Dallas Mavericks

## COMMUNITY IMPACT AREAS:

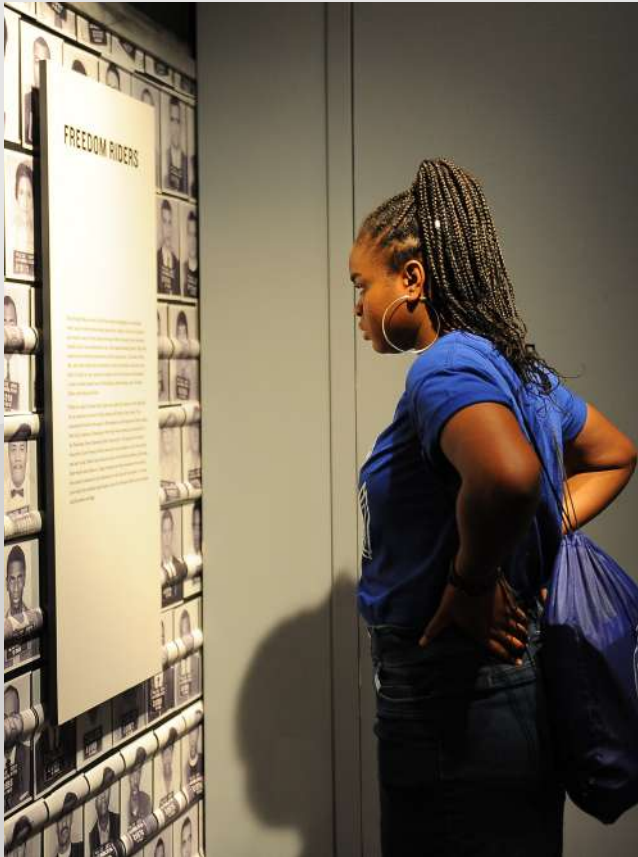
Education Programs 1 | Military & First Responders 7 | Environment 11 | Health & Wellness 13

A woman with short dark hair and glasses is speaking at a wooden podium. She is wearing a light-colored blazer and has her right hand raised in a gesture. The image is faded and serves as a background for the text.

# WE PLAY FOR THE **DREAMERS**

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The Dallas Mavericks are dedicated to supporting education to build future leaders, helping today's youth dream big and creating the building blocks to a life filled with promise.



## Black History Month Essay Contest

Winners from our Black History Month challenge, presented by BNSF Railway in association with American Airlines, received the fieldtrip of a lifetime to Atlanta, Georgia to visit historical civil rights sites and museums.

## Back to School Donations

Each year the Mavericks tip off the school year with donations for kids going back to school. In 2018 the Dallas Mavericks donated fitness trackers to every elementary school student in DISD as well as 10,000 notebooks to students in South Dallas and throughout the Dallas-Fort Worth metroplex.





## Mavs Reading Challenge

Mavs Reading Challenge, presented by Whataburger in association with Half Price Books, aims to improve literacy throughout the Dallas-Fort Worth metroplex and encourage the love of reading to kids of all ages.

## Mavs Tech Center



In 2018, the Mavs Foundation dedicated a new Tech Center to CitySquare's After8toEducate Youth Drop-In Center for homeless youth in Dallas, as well as technology and furniture for Community Partners of Dallas' new Night Response Unit for youth entering protective care.



## Science of Basketball

Now in classrooms for more than 2,000 students, the Dallas Mavericks and Flowserve teamed up to offer Science of Basketball, a hands on curriculum for 5th and 6th grade teachers to promote Science, Technology, Engineering and Mathematics (STEM) through basketball.





## College Send Off Celebrations

Celebrating graduation, the Mavericks and CEO Cynt Marshall donated laptops and university gear for the college bound seniors of Young Women's Leadership Academy of Fort Worth and the Rising Stars of the Greater Dallas Hispanic Chamber.

## Venture Entrepreneurial Expedition

The Mavericks help students think entrepreneurially about business and life with Venture Entrepreneurial Expedition online learning and Business Pitch Competition presented by 5miles.



A faded, grayscale background image of three military personnel in camouflage uniforms. They are smiling and looking towards the right. The person on the left is a man, the middle is a woman, and the right is another man. They are wearing caps and have "U.S. AIR FORCE" patches on their uniforms.

# WE PLAY FOR THE **HEROES**

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The Dallas Mavericks are dedicated to honoring those who serve through celebrations and programs for our military and first responders.



## Seats for Soldiers

At the 14th Annual Seats for Soldiers event, more than 100 wounded service members from Brooke Army Medical Center in San Antonio joined active reserve troops from the Dallas-Fort Worth area for dinner at Nick & Sam's restaurant, followed by courtside seats for the Mavericks game. Dallas Mavericks season ticket holder Neal Hawks originated the Seats for Soldiers concept when he and other season ticket members donated their courtside seats.

## Hoops for Troops

During the Hoops for Troops service project the Dallas Mavericks and members of the 301st Fighter Wing Naval Air Station Joint Reserve Base packed 2,000 healthy meals for hungry kids in Dallas.



Mavs Gaming Watch Party was hosted for Dallas Police Dept. Summer Jobs Program interns.



First Responders Night presented by Smith Thompson Home Security.

## Project Safe Neighborhood Mavs Gaming Meet Up



## Building Bridges



Mentorship Morning with Cynt Marshall for Dallas Police Dept. Summer Jobs Intern Program.



Support for the Police Athletic League's Midnight Basketball and a special basketball clinic.



# WE PLAY FOR A **BETTER WORLD**

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Not only do the Dallas Mavericks invest in programs that create a greener and more sustainable environment, but we also help the next generation understand how they can be a part of the change to make the world a better place to live.

## Trees for Threes

This season, for every 3-pointer scored at home the Dallas Mavericks partnered with PwC and Arborological Services to plant a tree at a local Dallas ISD school. Over 300 trees were planted this year and a total of 3,035 trees have been planted over the past 9 years to help improve our community and protect the environment.



## Adopt a Highway



## Mavs Staff Day of Service





# WE PLAY FOR THE **FUTURE**

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The Dallas Mavericks help our fans live healthy and happy lives by promoting programs that encourage healthy living, nutrition and exercise to get active and be MavsFIT.



## Jr. NBA

In partnership with Nike as part of the Jr. NBA program, Mavs Basketball Academy coaches hosted basketball clinics free of charge throughout the season with local nonprofits from across Dallas-Fort Worth.

## MavsFIT Clinic



The Mavericks hosted a MavsFIT clinic for kids during pre-game warmups presented by Lympo.

## Mavs Basketball Academy

Young basketball players of all skill levels learn the fundamentals of the game, along with the cornerstones of communication, teamwork, sportsmanship and responsibility.



Mavs Basketball Academy hosted a Fall Classic Tournament for 64 high school basketball teams.



## Mavs Foundation

The Mavs Foundation dedicated a basketball court at the Voice of Hope as well as a court at YMCA Waxahachie to promote healthy living, spread the game of basketball and provide safe environments within communities in need.



The Mavs Foundation granted 80 Hoop Camp scholarships for kids who may not otherwise have the chance to attend basketball camp over the summer.





# WE PLAY FOR THE **FIGHTERS**

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Every holiday season, the Dallas Mavericks give back to communities in need throughout the Dallas-Fort Worth Metroplex, spreading cheer and making this time of year a little brighter for thousands of local children and families.

## Winter Warm-Up



Winter Warm-Up donation drive with Raising Cane's, FOX Sports Southwest and Bedgear.



## Dinner with Santa

In partnership with Plains Capital Bank, the entire Dallas Mavericks team hosted Dinner with Santa at The Statler Hotel for 50 children from Vogel Alcove and Rainbow Days. Kids enjoyed dinner and story time, and each received a bag full of presents and necessities from the Mavs players.





## Mavs Turkey Giveaway

Mavs Turkey Giveaway donated 250 Thanksgiving meals and 20 car seats to families in need.



## Mavs Gaming Visit to Children's Medical Center



## Holiday Surprise to Pay Away the Layaway



## Dirk's Hospital Visit at Children's Medical Center



A man in a dark suit, white shirt, and patterned tie is shown from the waist up, celebrating with his arms raised and a wide, joyful smile. The image is semi-transparent, serving as a background for the text.

# WE PLAY FOR THE **CHANGE MAKERS**

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The Mavs Foundation, a private 501(c)(3) foundation, is dedicated to building a stronger community by empowering youth, women and families who need us most through financial support, advocacy and service. This year, the Mavs Foundation granted more than \$500,000 in funds to nonprofit organizations and created safe Learn and Play spaces throughout our community.



## Mavs Ball 2019

The 4th Annual Mavs Ball, benefiting the Mavs Foundation and presented by Smith Thompson Home Security, was a night to remember including dinner with Mavs players, auctions and a special performance by Boyz II Men. Thanks to our fans and partners, Mavs Ball brought in more than \$1.3 million to help children, women and families across North Texas.



## Mavs Foundation 2018-2019 Grant Recipients

- CitySquare
- Community Partners of Dallas
- Dallas 24Hour Club
- Essilor Vision Foundation
- Hope Supply Co.
- Hunger Busters
- Jonathan's Place
- KidsU
- Leukemia Texas
- Mission Possible Kids
- POETIC
- SM Wright Foundation
- Voice of Hope
- YMCA Waxahachie

## Mavs Foundation Board Members

- Katie Edwards, President
- Ronnie Fauss, Treasurer
- Deadrah Smith, Secretary
- Brian Cuban
- Jeff Cuban
- Kim Cuban
- Mark Cuban
- Tiffany Cuban
- Gretchen Minyard Williams

# MAVS IMPACT: BY THE NUMBERS

425,574

INDIVIDUALS IMPACTED



251  
KIDS  
PARTICIPATED  
IN JR. NBA  
CLINICS



THREE HUNDRED

KIDS RECEIVED DENTAL CLEANING

1,100

WINTER  
ITEMS  
DONATED



2,000

LUNCHES MADE

\$457,000  
GRANTED TO  
NONPROFITS



3K

KIDS LEARNED  
SCIENCE OF  
BASKETBALL



250  
THANKSGIVING  
MEALS DONATED



200,000  
T-SHIRTS DONATED



76,721  
MINUTES READ



4,060,546

TOTAL VALUE OF  
DONATIONS

29,695

TICKETS DONATED

# THANK YOU PARTNERS!





**WE PLAY FOR  
YOU!**

**MAVScare**<sup>♥</sup>

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