



2023-24 Impact Report

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SS&E Impact and Mission Statement

OUR MISSION

Building Leaders and Legacies where we live, learn, work and play.



OUR WHY

ACCESS:

The removal of barriers to ensure all people get what they need to thrive.

HEALING AND WELLNESS:

The creation of safe spaces to address, repair, and grow from pain, disconnection, and conflict through the promotion of physical and mental health.

BELONGING:

The ability for authentic behavior and culture to exist.



2030 NORTH STARS

INVEST IN THE NEXT
GENERATION OF
LEADERS

INSPIRE WOMEN
AND GIRLS
THROUGH SPORTS

ADVANCE
COMMUNITY EQUITY

Spurs Give Board of Directors

CHARLES AMATO
SWBC

R.C. BUFORD
SPURS SPORTS &
ENTERTAINMENT

CASSANDRA CARR
COMMUNITY LEADER

GARY DUDLEY
SWBC

SEAN ELLIOTT
SPURS SPORTS &
ENTERTAINMENT

**CORINNA HOLT
RICHTER**
HOLT CAT

**SONYA MEDINA
WILLIAMS**
REACH RESILIENCE

DAX MORENO
VERIFY SA

BERT PFIESTER
COMMUNITY LEADER

DAVID ROBINSON JR.
ADMIRAL CAPITAL GROUP

ROB SACAL
APPLE

Our Staff

LEADERSHIP

DR. KARA ALLEN
CHIEF PEOPLE, IMPACT &
BELONGING OFFICER

INCLUSIVE ENGAGEMENT

PATRICIA MEIJA
VICE PRESIDENT OF INCLUSIVE
ENGAGEMENT

SARAH GOOLSBY
SENIOR ADMINISTRATIVE ASSISTANT

COMMUNITY INVESTMENTS TEAM

JULIE MCCARTY
DIRECTOR OF COMMUNITY
INVESTMENTS

PERRI TRAVILLION
COMMUNITY INVESTMENTS
SENIOR MANAGER

ANGELA SPARKS
COMMUNITY INVESTMENTS
FINANCE PARTNER

ALEX CARDENAS
COMMUNITY INVESTMENTS
PROGRAM SENIOR COORDINATOR

LES RODRIGUEZ
COMMUNITY INVESTMENTS
COORDINATOR

NEJAHLA HOPKINS
COMMUNITY INVESTMENTS TALENT
ACADEMY ASSOCIATE

JENNIFER LAMB
COMMUNITY INVESTMENTS
ASSOCIATE

SPURS SPORTS ACADEMY
YOLANDA RODGERS
DIRECTOR OF COMMUNITY SPORTS

AUSTIN PEEBLES
ASSOCIATE DIRECTOR OF
CAMPS AND CLINICS

RJ SANCHEZ
COMMUNITY SPORTS MANAGER

CHANTEL ROMERO
SPURS SPORTS ACADEMY
COORDINATOR

DYLAN TESCH
SPURS TOURNAMENT
REPRESENTATIVE

**TRANSFORMATIVE
LEADERSHIP**
DR. MORGAN JONES
DIRECTOR OF
TRANSFORMATIVE LEADERSHIP

ROLY LOZANO
INCLUSION PROGRAMS
MANAGER

SARAH CARDENAS
MANAGER OF LEARNING AND
DEVELOPMENT

CONNOR MALONEY
LEADERSHIP DEVELOPMENT
MANAGER

HEATHER SMITH
LEARNING AND DEVELOPMENT
COORDINATOR

Our Partners



BOSCH



WHATABURGER



COMMUNITY FIRST
HEALTH PLANS

Self.

ticketmaster

Our Invitation to Impact

Opening Letter from
Dr. Kara Allen,

Chief People, Impact & Belonging Officer,
SS&E and Executive Director, Spurs Give



Dear Friends, Partners and Community,

It is always an honor to share our annual Spurs Give Impact Report, a reflection of the work we lead in community with both purpose and commitment at our core. As Chief People, Impact and Belonging Officer, my time is spent specifically ensuring that impactful work permeates our organization. This means that, often times, our most authentic moments are not when flashes and cameras capture milestone moments with Coyote and Spurs players cutting ribbons or launching new initiatives. Instead, we are most us when nobody knows which team led the recent voting initiative or when we overheard a small business owner sharing that she is thriving because of an early investment that underpins our SWMBE program. All of this is IMPACT and, not 10 nor 100 pages will ever capture that full essence of us.

At the same time, as Executive Director of Spurs Give, my role centers on ‘the capital I’ of Impact – the team specifically tasked with amplifying the power of sport as a unifier, fostering belonging, and building partnerships that create real, measurable change, alongside two critical teammates: our community, who guide our commitments, and our corporate partners, who steward this work. Our vision of impact is rooted in the belief that equity and opportunity must go hand in hand and that we are responsible for showing up. Every initiative, every relationship, and every program we develop is driven by the urgency to do the next right thing, knowing that our actions today shape the future for generations to come... in our San Antonio home and where our fans are beyond.

This report offers a glimpse into the outcomes we’ve achieved this past season – from purpose-built partnerships to programs that foster inclusivity, education, and empowerment. Capturing the full breadth of our impact is always a challenge, as some of the most profound moments of service remain unseen, unfolding over and over again and quietly in the background. Whether in the headline-making initiatives or the everyday interactions that build trust and belonging, our work is meaningful in ways that often escape the spotlight. It is both a joy and a privilege for all of us to walk alongside each other as we approach every engagement with data-driven intention, knowing that even the smallest moments of connection matter.

Our commitment to the community is unwavering, and we look forward to continuing this journey of impact through future initiatives, including the development of our new Impact Center. This space will serve as a beacon for innovation, collaboration, and growth – a place where we can nurture the dreams of tomorrow while addressing the challenges of today. Together, we will continue to harness the power of sport to unify, inspire, and build a future where everyone has the opportunity to thrive.

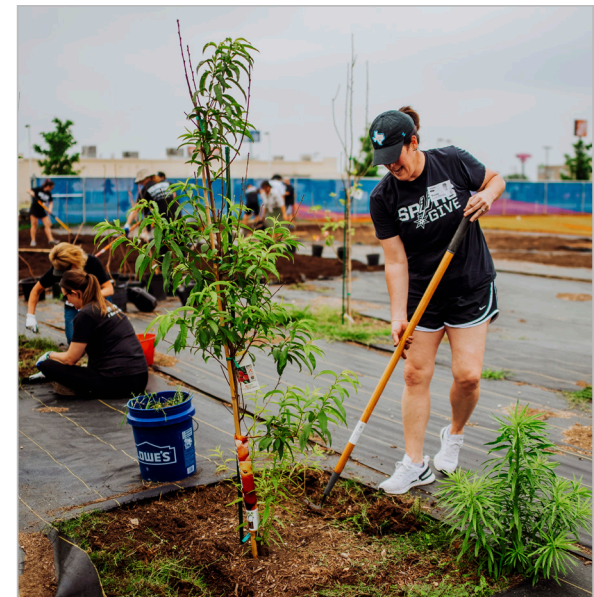
Thank you for being part of this work. Thank you for seeing a bit of us. We see you, too. We are grateful for your partnership, support, and belief in the impact we can create together.

**With gratitude and purpose,
KCA**

Community Investments



We are committed to investing in our community through financial support, volunteer opportunities, in-kind experiences and resources that advance the impact priorities of access, healing and belonging.



\$3.84 MIL

INVESTED IN CENTRAL AND
SOUTH TEXAS COMMUNITY

\$33,800

AWARDED IN
SCHOLARSHIPS FOR
EDUCATION AND
BASKETBALL CAMPS

700+

HOURS
VOLUNTEERED

86

EVENTS +
PROGRAMMING



73,626

PEOPLE IMPACTED

50+

AUSTIN
ACTIVATIONS



Play SA

FINANCIAL INVESTMENTS

As part of our ongoing commitment to creating safe play spaces in San Antonio, Spurs Give, in partnership with Frost, the San Antonio Parks and Recreation Department and the San Antonio Parks Foundation, invested \$125,000 to renovate three basketball courts through the Spurs Play SA Initiative. The renovated courts include the Historic Market Square Basketball Court, Flores Park Basketball Court, and Acme Park Basketball Court, serving the south and west sides of the San Antonio community.



\$125,000

**INVESTED IN CREATING SAFE
PLACES TO PLAY IN SAN ANTONIO**

Operation Renovation Grants

FINANCIAL INVESTMENTS

Operation Renovation, presented by Frost Bank, supports the San Antonio community by investing in the infrastructure of facilities that offer safe places for youth to play and learn valuable life lessons through teamwork and competition. This year, the Madonna Center and Teatro de Artes de Juan Seguin each received a grant for \$100,000. These organizations were recognized for their outstanding community work and their critical need for facility renovations. The recipients were honored with a check presentation at their facility and on-court recognition during a Spurs home game.



THE MADONNA CENTER, 78237



\$200,000

INVESTED IN SAFE PLACES
TO LIVE AND PLAY



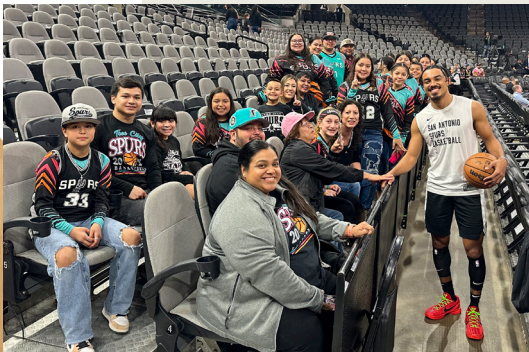
TEATRO DE ARTES DE JUAN SEGUIN, 78155



Committed to Uvalde

FINANCIAL INVESTMENTS

In continued support of the Uvalde community, SSE hosted Uvalde's Tree-City Basketball team for a suite night. Thanks to the generosity of our donors, the team was transported from Uvalde to the Frost Bank Center to watch the Spurs take on the Pelicans from a private suite. The evening began with a pre-game meet-and-greet with Spurs' own Tre Jones. Following the meet-and-greet, Tree-City players were escorted to a suite, generously donated by Spurs Leadership where they enjoyed the game and an unforgettable experience.



SS&E Grants & Funding

IN-KIND INVESTMENTS

Through our continued commitment to investing in our community through financial support that advance access, healing and belonging, SSE invested \$3.84 million in the Central and South Texas Community.



1.2 MIL

INVESTED IN NATIONAL
AND GLOBAL INITIATIVES

2.6 MIL

INVESTED IN THE CENTRAL AND
SOUTH TEXAS INITIATIVES

273
OF NPOS
ENGAGED

An icon representing hands holding a heart. Two hands are shown, one on the left and one on the right, with their fingers spread and palms facing each other, holding a heart shape in the center.

Community Ticket Program

IN-KIND INVESTMENTS

The Community Ticket Program is designed to unite people through unforgettable experiences by providing non-profit organizations and community groups with complimentary tickets for selected San Antonio Spurs, Austin Spurs, and San Antonio FC games throughout the season. This season, SSE celebrated the work of over 94 non-profits through the Community Ticket Program by providing 15,855 complimentary game tickets and elevating the voices of selected non-profits through pre-game experiences, on-court recognitions, and concourse vendor activations.



NON-PROFIT LEADERS AND MEMBERS
AT AN SAFC GAME!



15,855

UNFORGETTABLE GAME
EXPERIENCES CREATED!



\$87,05

IN SAN ANTONIO SPURS
TICKETS MADE TO
PARTICIPATING P.E.,
TAKEOVER SCHOOLS

In-Kind Donation Program

IN-KIND INVESTMENTS

The In-Kind Donation Program is designed to support non-profit organizations and community groups with their fundraising efforts through donated Spurs memorabilia. During the 2023-2024 fiscal year, the program helped non-profit organizations raise \$26,140 for their community initiatives that align with the Spurs' mission to create spaces for access, healing, and belonging across the South and Central Texas region.

\$26,140

**INDIRECT FUNDING
FOR NON-PROFITS
ORGANIZATIONS
ACROSS SOUTH &
CENTRAL TEXAS**



Angelo Drossos Memorial Scholarship

EDUCATION PROGRAMS

The Angelo Drossos Memorial Scholarship honors graduating seniors who excel in academics, leadership, extracurricular activities, and basketball. This year, SSE awarded the \$6,000 tuition scholarship to Kori Rodriguez, a stellar student-athlete from IDEA Carver College Preparatory School. Rodriguez was surprised with an

intimate check presentation at the Frost Bank Center, along with a congratulatory video from Spurs' very own Jeremy Sochan. Kori plans to attend Washington University.



Spurs Math Hoops

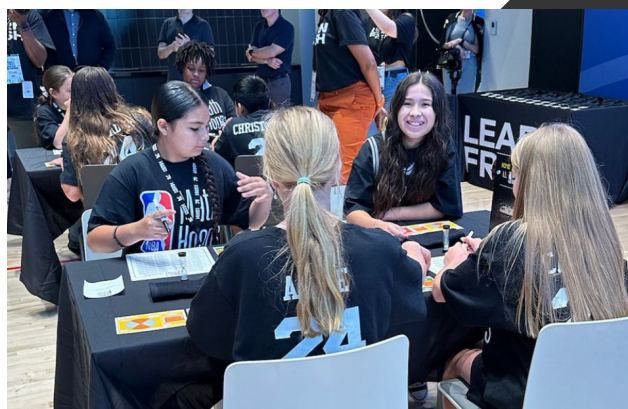
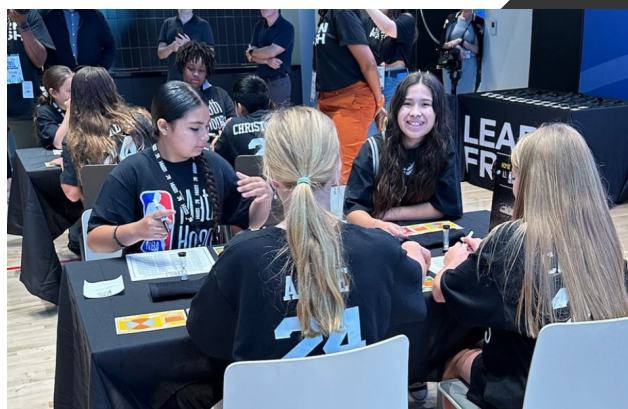
Presented by Whataburger

EDUCATION PROGRAMS

The San Antonio Spurs executed another successful year of Math Hoops in collaboration with Learn Fresh and Whataburger. 6,650 fourth through eighth-grade students participated locally, playing 159,600 Math Hoops games and solving 16,857,750 math problems.

Among these students, the Spurs sent their regional champion, **Camilia Ramirez** from Bonham Academy, to the 2024 NBA Math Hoops Global Championships in New York. From June 26 to June 28, Ramirez competed alongside the Pacers' regional Math Hoops champion, Lleana More-Gomez, against 24 other participants from the NBA's national and international teams. Out of the final 12 teams competing, Ramirez and More-Gomez emerged victorious, becoming the 2024 NBA Math Hoops Global Champions.

72 educators and
6,650 students
locally impacted!



Career Days

EDUCATION PROGRAMS

The SSE Front Office hosted local youth from Sam Houston High School, Davis Middle School, and Young Men's Leadership Academy for Career Days at the Frost Bank Center. Students engaged in various activities to learn about the different careers within the Spurs Sports and Entertainment organization. They participated in Q&A sessions with staff through panel discussions, shadowed staff in their day-to-day responsibilities, and toured the arena.



188

**FUTURE LEADERS
& CORPORATE
PROFESSIONALS
ENGAGED**



Spurs Back to School Bash

EDUCATION PROGRAMS

The San Antonio Spurs hosted their second annual Back to School Bash for 5,500 local parents, students, and teachers in San Antonio. Through partnerships with local businesses, non-profits, and government agencies, attendees were able to access various resources to ensure their success for the 2023-2024 school year. These resources included school supplies, vaccines, vision checks, dental screenings, haircuts, and more.

**5,500 students,
teachers and
parents provided
with back-to-
school resources!**



Science of Basketball

EDUCATION PROGRAMS

The San Antonio Spurs executed another successful year of the Science of Basketball program, providing hands-on STEM curriculum and programming to elementary and middle school teachers and students throughout the South and Central Texas region. The program began with a Teacher Workshop at the Victory Capital Center, where teachers were onboarded into the STEM-based program and received training and their STEM Teacher Toolkit. Activations continued with the Austin Spurs School Day game and a visit to Batesville School, where the Science of Sport team led over 10,000 students in STEM/basketball lessons. The program also engaged SS&E staff in discussions about STEM careers in sports and set up various STEM/basketball stations for student interaction.



10,000

STUDENTS ENGAGED



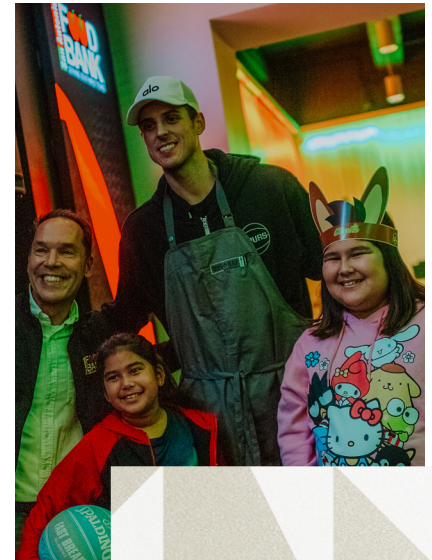
Season of Giving

Each holiday season, San Antonio Spurs players and staff collaborate with partners and local nonprofits to spread holiday cheer. As part of the NBA's 'Season of Giving,' the five-week celebration runs from mid-November through December, during which teams give back by supporting and uplifting youth, families, and organizations in their communities. For the 2023 holiday season, the San Antonio and Austin Spurs organized shoe drives, Thanksgiving dinners, coat distributions, Christmas tree giveaways, gift distributions, and more. See below for all the ways we impacted the community this past holiday season.



\$27,895

**INVESTED IN SEASON OF GIVING
HOLIDAY ACTIVATIONS**



**SAPD SHARE THE
SHOE DRIVE**
NOVEMBER 16

**SEASON OF GIVING
DINNER WITH THE SA
FOOD BANK**
NOVEMBER 21

**ELF LOUISE GIFT
WRAPPING EVENT**
NOVEMBER 27

**CHRISTMAS
TREE GIVEAWAY
WITH METHODIST
MINISTRIES &
METHODIST HEALTH
CARE**
NOVEMBER 29

**BIG BROTHERS BIG
SISTERS "FROM ME TO
YOU" EVENT**
DECEMBER 16

**ASHLEY HOPE TO
DREAM EVENT
WITH DAVIS MIDDLE
SCHOOL**
DECEMBER 12

**AUSTIN SPURS
PLAYER VISIT TO DELL
CHILDRENS HOSPITAL**
DECEMBER 12

**AUSTIN SPURS
TOYS AND COAT
DISTRIBUTION**
DECEMBER 12-17

**ELF LOUIS GIFT
DELIVERY**
DECEMBER 14

**NBA SEASON OF
GIVING LEGACY
PROJECT**
DECEMBER 14

**WREATH ACROSS
AMERICA**
DECEMBER 16

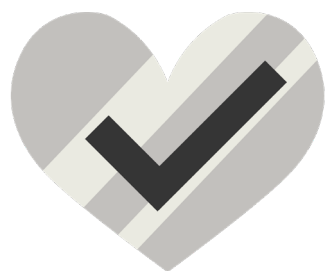
**AUSTIN SPURS
SEASON OF GIVING
GAME**
DECEMBER 17

**USO SEASON OF
GIVING DINNER AT THE
FROST BANK CENTER**
DECEMBER 26

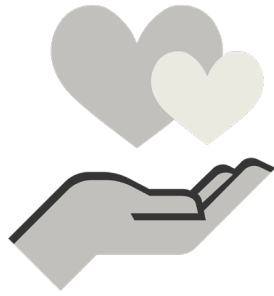
**11 zip codes
intentionally
served!**



ELF LOUISE



**21,380 youth, families and
organizations impacted**



Volunteerism

Through our commitment to invest in the community, SSE staff volunteered an estimated 700 hours during the 2023-2024 fiscal year. From serving Thanksgiving meals and wrapping Christmas presents to planting trees, building sidewalks, and visiting hospitals, One SSE showed up!



700+

**STAFF VOLUNTEER
HOURS IN SAN
ANTONIO AND AUSTIN**



Spurs Give 50/50 Raffle

FUNDRAISING EFFORTS

The Spurs Give 50/50 Raffle is the single largest fundraiser that provides critical funding for Spurs Give initiatives such as the Spurs Youth Basketball League, Play SA, Play ATX, and more. With 50% of that game's earnings going to one lucky participant, the remaining 50% goes back to Spurs Give where we continue our support in our local communities. This season, the 50/50 raffle raised a gross jackpot total of \$392,428 across all 41 of our home games and additional Spurs events.

\$392,428

**RAISED TOWARDS
SPURS GIVE
INITIATIVES!**



Fiesta de los Spurs Run

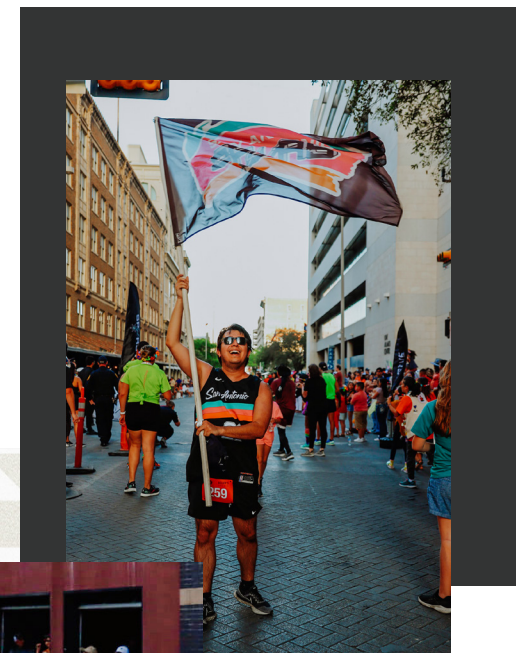
FUNDRAISING EFFORTS

In the spirit of Fiesta, the San Antonio Spurs hosted their third successful Fiesta De Los Spurs Run, where 951 runners from across San Antonio gathered for a 2.5 to 2.8-mile 'fun run' down the Flambeau parade route. Runners were bussed to the starting line at the Rainbow Crosswalk in San Antonio, where the race kicked off with the Spurs Hype Squad leading the way. Participants were greeted at the finish line by parade goers, the SSE family, Spurs fans, community partners, and more.

Following the race, runners and fans gathered for the Spurs Post-Race Party, where they enjoyed food, games, prizes, goodie bags, and celebrated the rich history of Fiesta.



951
RUNNERS
PARTICIPATED



Transformative Leadership

Transformative leadership is designed to elevate the current and nurture the next generation of leaders within the organization and the community. Leadership transcends mere titles; it is marked by the positive impact generated through the display of behaviors that reflect our values. Deeply rooted in equity and belonging, our work aspires to produce capacity-building, create brave spaces for learning, and transform human performance.





LEFT: SSEU COURSE, RIGHT: SCLI



96,822

FUTURE LEADERS
DIRECTLY ENGAGED

132,678
FUTURE LEADERS
INDIRECTLY IMPACTED



WOMEN'S NIGHT (MARCH 22, 2024)
DR. LYSSA OCHOA, JANIE BARRERA, RENEE WATSON

Spurs Sports & Entertainment University

At Spurs Sports & Entertainment University (SSEU), we believe our employees are our greatest asset. Investing in your human capital now will yield well-prepared, visionary leaders of the future. Growing your human capital is SSEU's number one priority. SSEU included opportunities for growth for our full-time staff, daytime part time staff, and venue operations staff.

SSEU OFFERED CURATED LEARNING AND DEVELOPMENT OPPORTUNITIES ROOTED IN:

Leadership Development	Diversity, Equity, Inclusion and Belonging
Skill Building	Team Building



100%
STRONGLY
AGREE/AGREE
THAT THE INFORMATION
PRESENTED WAS
RELEVANT TO THEIR JOB

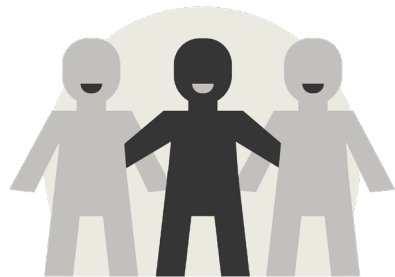
100%
STRONGLY
AGREE/AGREE
THAT THEY FELT A
SENSE OF
BELONGING

633 PEOPLE
IMPACTED
44 COURSES
HELD

97%
STRONGLY
AGREE/AGREE
THAT THERE WERE
1-2 NEW THINGS
LEARNED

96%
STRONGLY
AGREE/AGREE
THAT THE CLASS
MET EXPECTATIONS

93%
STRONGLY
AGREE/AGREE
THAT THE TRAINING
MATERIALS WERE
APPROPRIATE



Belonging

As a values-based organization, we are deeply committed to creating spaces where everyone feels included and fostering a genuine sense of belonging. Our initiatives, such as heritage nights, internal staff affinity networks, and educational opportunities, are not just activations; they are core to our purpose. We believe that uniting people through sports and amplifying the voices of unrepresented communities are essential to our identity and mission. From our staff to our fans, embracing diverse cultures opens doors to greater access, fosters healing within communities, and provides a platform to uplift voices that have historically been de-centered.

96,150

FANS IMPACTED*



\$16,500

**INVESTED IN THE COMMUNITY
THROUGH HERITAGE NIGHTS,
AFFINITY NETWORKS, AND
EDUCATIONAL OPPORTUNITIES**

Spurs Community Leadership Institute

Spurs Community Leadership Institute (SCLI) presented by Frost and Self-Financial is a collective impact institute that focuses on leadership and organizational development. Each year the program focuses on different community needs determined by data and current social issues. We are committed to building leaders and legacies doing the work to address community needs where we live, work, learn, and play in our backyard and globally.

Women in leadership and included 29 women non-profit leaders in the San Antonio, Austin, and South Texas area. During this 7-month program, eligible nonprofits in-person and hybrid leadership development and skill-building sessions with curated content. SCLI Fellows engaged with curriculum, text, expert panels and one another to dig deeper and discuss opportunities for collective impact. Through the existing SS&E community, fellows had access to one-on-one experts and resources in the business development areas that Fellows identified as an organizational need. Because learning, growth and joy are all necessary for impactful leaders, Fellows received networking, social and exclusive experiences throughout the program. Lastly, Self-Financial awarded two fellows with the Building Dreams Award, a peer nominated award. These fellows received a \$10,000 grant to support the mission of their organization.



SCLI COHORTS AND ORGANIZATIONS:

CLAUDIA MENCHACA
GIRL SCOUTS OF GREATER
SOUTH TEXAS

TIFFANY QUIRING
CRRIC OF CANYON LAKE

MARCELA LOZANO
EL MILAGRO CLINIC

TIA GIBSON
MONSTER MOMS INC

BETHANY CASTRO
UNITED WAY OF THE
CROSSROADS

DAISY MARTINEZ
BOYS & GIRLS CLUBS
OF EDINBURG, RIO
GRANDEVALLEY

**ANDIE CONNORS-
POOL**
GREATER AUSTIN YMCA

BIANCA NEAL
SAULPAUL FOUNDATION

SYDNEY CORBIN
URBAN ROOTS

LAUREN ESQUIVEL
KLBN TV

KARINA OGUNLANA
UNIVERSITY OF TEXAS
AT AUSTIN

**TIFFANY JONES-
SMITH**
TEXAS KIDNEY FOUNDATION

STEFFI OCKENFELS
GIRL ARBORETUM SAN
ANTONIO

DALILAH GARCIA
REVIVAL OF CULTURAL ARTS

ANDREA BOTTIGLIERI
SAN ANTONIO METRO
HEALTH - MAYOR'S FITNESS
COUNCIL

BERTA S. RODRIGUEZ
MEADOWS MENTAL HEALTH
POLICY INSTITUTE

JENNIPHA RICKS
ESSENCE PREP PUBLIC
SCHOOL

LAURA LOPEZ
CHILDREN'S FUNDING
PROJECT

ASHLEE STEVENSON
UNIVERSITY OF TEXAS
HEALTH SAN ANTONIO

SHAMIKA LEAKS
JACK & JILL OF
AMERICA, INC.

**ALEXANDREA
RODRIGUEZ**
SAN ANTONIO ZOO

DALIA CONTRERAS
CITY EDUCATION PARTNERS

NATALYNN MASTERS
CAMP FOUNDER GIRLS /
BLACK OUTSIDE INC

DANA WRANN
LEADERSHIP SAISD

SARA TOVAR
SAN ANTONIO SPORTS

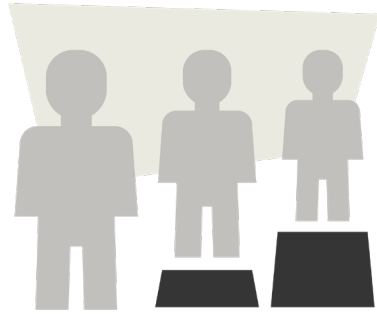
YVETTE REYNA
BOERNE ISD EDUCATION
FOUNDATION

CORIN REYES
YWCA SAN ANTONIO

MARISA RODRIGUEZ
EMPOWER HOUSE SA

JENNA MALLETTE
SAN ANTONIO REPORT





CPRE: Corporate Partners for Racial Equity

Corporate Partners for Racial Equity was created with a mission of improving racial equity in the community. Spearheaded by the Spurs, twelve businesses are jointly contributing \$13.8 million over the next five years to support initiatives for underserved people in three focus areas – equitable education, economic opportunity, and community safety and justice. The United Way of San Antonio and Bexar County, UP Partnership and the San Antonio Area Foundation are partnering with Corporate Partners for Racial Equity to execute the program's investments into the community's nonprofit organizations.

FOCUS AREAS: INITIATIVES FOR UNDERSERVED GROUPS

Equitable Education

Invest in tutoring programs and STEM-related skills exploration opportunities for students of underserved communities. Offer educational, career and skill development opportunities that lead to living wage jobs. Further digital inclusion efforts that give families affordable access to quality technology and internet in their homes.

Economic Opportunity

Deepen supplier diversity programs within the member businesses. Establish a non-dilutive capital fund to offer robust services and training to small businesses. Accelerate dual-generation efforts, including subsidizing early childhood education, family engagement activities and adult education, such as financial coaching, workforce training, certification programs, digital literacy programs, etc.

Safety and Justice

Invest in wraparound services and violence prevention. Offer paid internships for justice-involved youth and young adults to advance fair chance hiring and create pathways for successful community reintegration.

845



**STUDENTS CURRENTLY
ENROLLED IN MATH
PROFICIENCY PROGRAMS**

(74% OF TARGET)

239



**WERE ASSESSED FOR
SOCIAL-EMOTIONAL
LEARNING SUPPORT**

(30% OF TARGET)

217

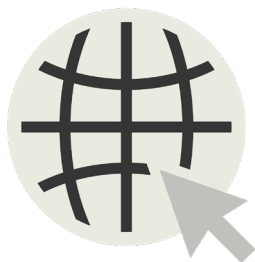


**RECEIVED DIGITAL
INCLUSION SUPPORT**

(ACCESS TO COMPUTER LABS, ROBOTICS,
CODING, SOCIAL MEDIA, AND ONLINE SAFETY)

(38% OF TARGET)

DIGITAL INCLUSION:



Access/ Infrastructure

**RELIABLE INTERNET AT SPEEDS
OF AT LEAST 100/100 MBPS**

- Submitted 50,000 location challenges to FCC maps used to inform funding for broadband.
- Elicited over 50% of total resident responses to the TX Broadband Development Office survey – 9,500 out of 16,000 across the state.
- Facilitated collaboration of internet service providers and local government leading to \$60M+ contracts with AT&T/City and Spectrum/County-providing broadband access to over 30,000 households.



Affordability

**SERVICE LEVELS AT PRICES
HOUSEHOLDS CAN AFFORD**

- Built the Affordable Connectivity Program Toolkit – helping eligible households with free/discounted internet and devices – at 153,000 households enrolled in Bexar County enrolled in the program; US Congress is considering additional funding this year.
- Advocated for federal and state funding to include a long-term and sustainable solution to affordable home internet



Adoption/ Devices Skills

**PEOPLE FEEL SAFE, CONFIDENT,
AND SECURE ONLINE**

- Developed the Digital Connectivity Asset Map in partnership with SACRD as a resource to find digital services like free wi-fi and devices, drop-in tech help, and classes.
- Supported BiblioTech's initiative to establish a Digital Navigator Program – with 6 Navigators and training for all BiblioTech employees.
- Informed the \$21M investment by Methodist Healthcare Ministries to community organization grants for devices/digital skills training.

DUAL GENERATION

Families Served:

YEAR/ # OF FAMILIES	# OF FAMILIES RESIDING IN ZIP CODES ON THE EASTSIDE	# OF FAMILIES RESIDING IN ZIP CODES ON THE WESTSIDE
YEAR 1/ 244 FAMILIES	60%	40%
YEAR 2 / 274 FAMILIES	38%	62%
YEAR 3 / 318 FAMILIES	29%	71%

Outcomes:

The Dual Generation Initiative measures how well parents and children are doing throughout their journey, with a focus on how families are ‘better off’ at the completion of the program. Families typically remain in the program for approximately three years and can return to the program should they develop new goals.

YEAR/ # OF INDIVIDUALS	VOCATIONAL AND WORKFORCE TRAINING STAGE	HOUSEHOLD STABILIZATION AND SUPPORT STAGE*
YEAR 1/ ACTIVE ADULTS	86%	14%
YEAR 2 / ACTIVE ADULTS	74%	26%
YEAR 3 / ACTIVE ADULTS	70%	30%

*Adults not enrolled in vocational and workforce training may be engaged in programs designed to stabilize their households and/or prepare them for their selected careers.

NON-DILUTIVE CAPITAL FUND

Lift Fund awarded a total of \$500,000 in each of Years 1 and 2 to Black-owned small businesses who applied to participate in and receive funding via the Racial Equity Fund.

YEAR 1 18 BLACK-OWNED BUSINESSES SELECTED	YEAR 2 15 BLACK-OWNED BUSINESSES SELECTED
Demographics 13 female-owned 6 veteran-owned	Demographics 7 female-owned 4 veteran-owned
Sectors 22% in Hospitality & Food Services 22% in Health Care/ Social Services 11% in Construction 11% in Education 11% in Professional/ Technical Services <i>Remainder in Service, Finance/ Insurance, and Retail</i>	Sectors 47% in Education 20% in Service <i>Remainder in Accommodation & Food Services, Health Care / Social Services, Professional/ Technical Services, Real Estate, and Finance/Insurance</i>

Business owners participated in six monthly workshops:

Launch Meeting & Value Based Leadership	Legal & Insurance Clinic
Capacity Building	Financial Readiness 101: Accounting & Tax Principles
Digital Divide	Grant & Loan Readiness

Awardees also have access to workshops including business and financial consultations.

SAFETY AND JUSTICE EQUITY:

Chrysalis Ministries Impact Story:

Chrysalis Ministries in conjunction with Restore Education and Up Partnership were able to offer Chrysalis' first on site GED class for youth disengaged from traditional high school program during Spring 2023. One young person entered the program with intentions to earn his GED. The youth was able to score within the 'college read' metrics for both social studies and math. Upon completion of his GED, youth wanted to attend college and was connected with the Alamo Promise program. Receiving an acceptance from San Antonio College for Spring 2024 semester, youth decided to pivot in another direction and recently swore into the United States Air Force in early March of 2024.

SUPPLIER DIVERSITY

32.58%
OF SPENDING
TOWARDS
SMALL
WOMEN AND
MINORITY
OWNED
BUSINESSES
(SWMBE)



Spurs Culinary Residency

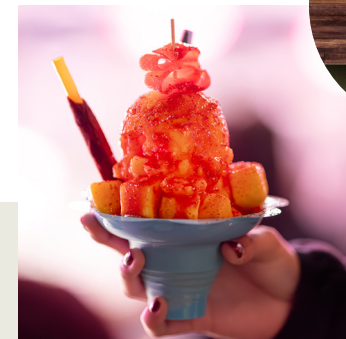
The Spurs Culinary Residency program celebrated diversity and inclusion, while spotlighting local and emerging talent that is at the heart and soul of San Antonio's culinary landscape. Eight of the best hidden gem restaurants collaborated with SS&E and Aramark to plan and prepare for their signature dishes to be sold during Spurs home games. Each selected restaurant took turns for up to nine home games at the dedicated concession stand on the balcony level concourse next to the H-E-B Fan Zone. The location is known to attract fans who are seeking authentic, local food during game days. To support their business strategies, restaurant owners also partook in a variety of professional development opportunities led by SS&E. Courses included Marketing and Social Media panels and hands-on workshop with SS&E experts and Understanding Self and Relationships with DISC.



8 MINORITY-OWNED HOSTED BUSINESSES:

Baklovah Bakery
Panda Brothers
Pat and Kim Bakery
La Panaderia

Howzit Hawaiian Kitchen
Ming's Thing, Jacked!
Sweet Potato
Fruteria Chavez



Talent Academy

The Talent Academy is a transformative cohort program designed to invest in the next generation of sports and entertainment professionals. The program aims to grow well-rounded individuals who are equipped with a strong foundation in professional skills, industry knowledge, and a commitment to Impact. Throughout the program, Associates receive a behind-the-scenes look at the business operations for NBA and USL franchises, as well as professional event management. Associates are assigned to specific business units tailored to their areas of interest, experience, academic achievements, and aligned with organizational needs.



KEY STATEMENT

We have had the privilege of managing The Talent Academy program for the past few months, and it has truly been a transformative experience. Designed to nurture the next generation of sports and entertainment professionals, The Talent Academy doesn't just offer a job—it provides a comprehensive pathway to personal and professional growth for recent college graduates. We currently have the pleasure of working with 3 individuals, one working on each of the following teams: Onboarding & Enablement, Community Investments, and Brand. We are excited to see the program evolve and welcome in more individuals who are curious learners with a growth mindset to support us in our key initiatives.

CONNOR MALONEY

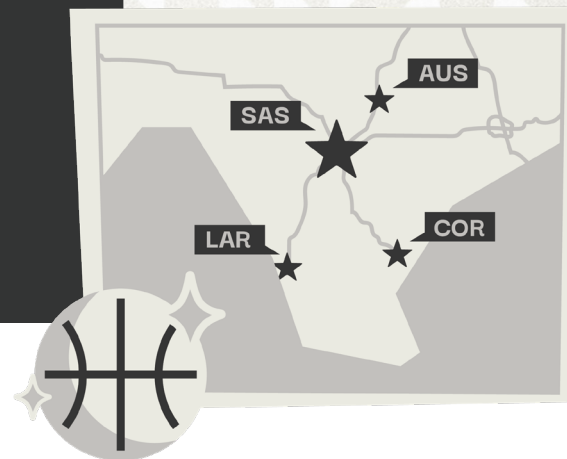
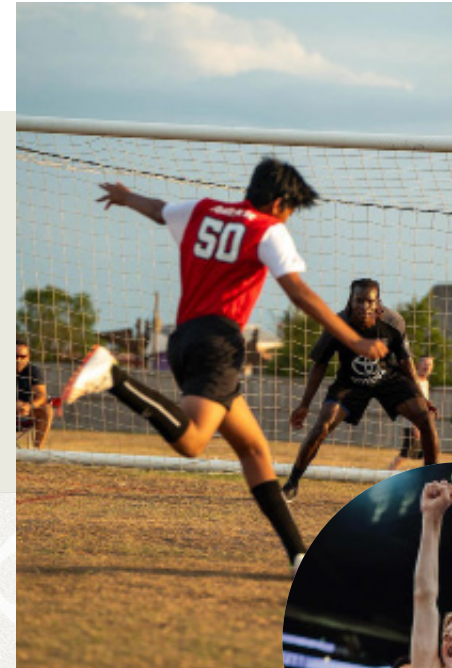
Leadership Development Manager

Spurs Sports Academy



Create & impact future generations of Spurs fans (youth athletes & their parents) through the sport of basketball training and competition. By offering fundamental training and fun competition we also provide a revenue source for SSE in Austin to Laredo.

We are committed to promoting participation and inclusion in youth sports and teaching children to stay fit for life and to be better citizens in their community. We partner with local organizations, schools, and community leaders to provide unique San Antonio Spurs, Austin Spurs, and SAFC experiences for their neighborhood children and families.



Summer Camps

Spurs Summer camps offer a unique experience for young athletes who are eager to improve their skills, build long-lasting friendships, and embrace the spirit of teamwork. The curriculum is designed with a holistic approach, ensuring that players enhance their on-court abilities, mental resilience, and leadership qualities. In state-of-the-art facilities to provide an unforgettable summer experience and create lifelong memories both on and off the court. Participants ages 6-18 engage in team-building activities, fun competitions, and motivational talks from guest speakers.

1,799
PEOPLE PARTICIPATED

347 ★
ZIP/POSTAL
CODES SERVED
IN 19 STATES AND 4 COUNTRIES



Spurs Tech & Basketball Camp

The Spurs Tech & Basketball Camp uses sports and technology applications to engage school aged participants, ages 10-14. This camp is perfect for beginner to intermediate basketball players. This FREE Spurs Camps session includes activities for youth basketball players to connect science, technology, engineering, and math (STEM) to basketball and show how STEM exists everywhere in sports. Through skill-based drills and scrimmages, participants will also learn the fundamentals of basketball.

IMPACTED
AND BROUGHT
KNOWLEDGE
OF TECH AND
BASKETBALL TO

71 PEOPLE



Spurs Fundamental Camps

Spurs Fundamental Camps is designed to promote and encourage boys and girls ages 7-14 to develop the basketball skills necessary to continue to elevate their game. The camps offer more than just basic basketball training, helping campers build character, cultivate mindfulness, and enjoy their out of school breaks to the fullest.

490

ATHLETES IMPACTED



SAFC Youth Clinics

Our SAFC clinics are designed to connect local area youth with our professional players to inspire hope and joy within the kids and their families. These instructional clinics are executed by Spurs Sports Academy and are led by our SAFC players and volunteer coaches. The goal of these clinics is to teach San Antonio's youth about leadership and teamwork and to instill in them the belief that they can achieve anything they set their minds to in the future.



Each athlete received two tickets to an SAFC game!



Impacted
1,207
athletes
throughout
the SA area



Basketball Clinics

We offer free basketball clinics across San Antonio and South Texas, spanning from Austin to Laredo and Corpus Christi. These clinics provide young athletes, regardless of skill level, the opportunity to learn from experienced coaches, improve their basketball skills, and develop a love for the game in a supportive environment. Each clinic focuses on the fundamentals of basketball and promotes values such as teamwork, discipline, and sportsmanship. The Spurs free basketball clinics are a part of our larger effort to give back to the community and inspire the next generation of athletes. We aspire to reach as many young players as possible, empowering them to stay active, build confidence, and chase their dreams on and off the basketball court.

354

ATHLETES IMPACTED

11

BASKETBALL CLINIC
SITES ENGAGED

Coaches Clinics

The Spurs Coaches Clinic offers professional development and support for basketball coaches. It provides a unique opportunity to learn from top minds in the game and is designed for coaches of all levels. The clinic emphasizes growth, mentorship, and skill development with the purpose of equipping youth coaches with the tools and knowledge needed to develop and mentor young athletes. It serves coaches from the San Antonio and South Texas areas, ensuring equal representation for both boys' and girls' teams in an inclusive and impactful environment.



1,366

COACHES IMPACTED

P.E. Takeovers

Spurs PE Takeovers engage with young people and offer an enjoyable experience that promotes a healthy lifestyle and showcases the positive aspects of basketball in schools. Our experienced Spurs Sports Academy coaches will work closely with physical education teachers to provide opportunities for students in grades 3-5 to develop their skills in a supportive, non-competitive environment.

1,761

**STUDENTS
IMPACTED TOTAL**

*(AT SEVEN DIFFERENT SCHOOLS
THROUGHOUT THE GREATER SAN
ANTONIO AREA)*



**An In-Kind Donation
of San Antonio Spurs
Tickets was made to
each participating
school, a value of
\$87,050**

Wheelchair Basketball League

The San Antonio Spurs, led by Coach Pop's leadership, have been committed to enriching lives through sports since 1990. The Spurs Youth Basketball League is a testament to their belief that every child, regardless of their economic background, deserves the opportunity to experience the transformative power of sports.

By investing in the potential of our youth, the Spurs are actively contributing to the holistic development of individuals who may face socio economic challenges. The league serves as a vehicle for positive change, instilling not only athletic skills but also a sense of purpose, confidence, and community.

\$10,000

MONETARY DONATION



SYBL

34th SEASON

Spurs Give led by Coach Pop's leadership, have been committed to enriching lives through sports since 1990. The Spurs Youth Basketball League is a testament to their belief that every child, regardless of their economic background, deserves the opportunity to experience the transformative power of sports. By investing in the potential of our youth, the Spurs are actively contributing to the holistic development of individuals who may face socio economic challenges. The league serves as a vehicle for positive change, instilling not only athletic skills but also a sense of purpose, confidence, and community.



9,655

ATHLETES IMPACTED

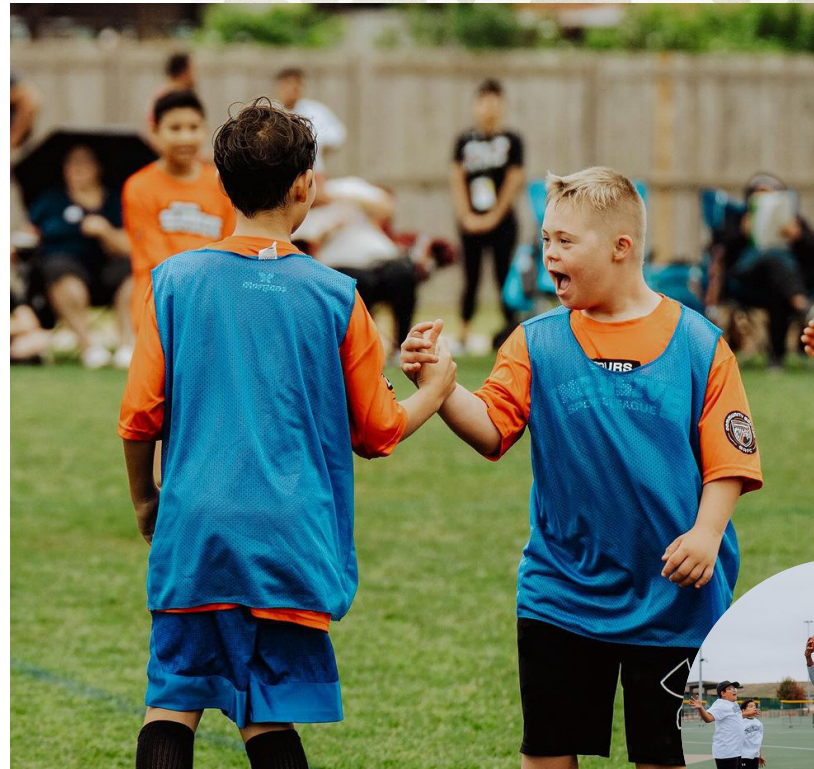
\$10,000

DONATED TO YMCA COASTAL
BEND FOR GYM RENOVATIONS

Spurs Inclusive Sports League

3rd SEASON

The Spurs Inclusive Sports League (SISL), in partnership with local nonprofits and San Antonio Parks and Recreation, is dedicated to promoting unified sports for athletes of all abilities. Open to youth ages 9-17 and transition groups ages 18-24, these inclusive programs specifically serve individuals with disabilities. They play a crucial role in promoting equality, boosting self-esteem, and integrating young athletes into the broader community, fostering a strong sense of belonging.



1,234

**ATHLETES WITH AND WITHOUT
DISABILITIES IMPACTED**



Small Group Training

Spurs Small Group Training provides skill development in a small group setting focused on individual improvement in a fun, challenging group training setting with maximum touches.

181

ATHLETES IMPACTED

3,742
ATHLETES AND
COACHES IMPACTED

Jr. NBA



The Spurs are committed to enhancing their youth basketball experience and promoting the growth of the sport within our market through the Jr. NBA platform. The Jr. NBA is a worldwide youth basketball program for boys and girls aged 9-14. It teaches fundamental basketball skills and important values such as teamwork, respect, determination, and community. The program aims to improve the basketball experience for young players, coaches, and parents. We collaborate with local schools and community-based organizations to organize youth basketball events, programs, and in-arena activities throughout the season. These events may include on-court activities, off-court development, career development, and mentoring opportunities for the participants. Includes: Jr. NBA / WNBA League, Coach of the Year, Jr. NBA Week, Global Championships

SPURS JR.
NBA/WNBA
COMMUNITY
COACH OF THE
YEAR AWARDED



**OVERALL JR.
NBA/WNBA
COMMUNITY
COACH OF
THE YEAR**

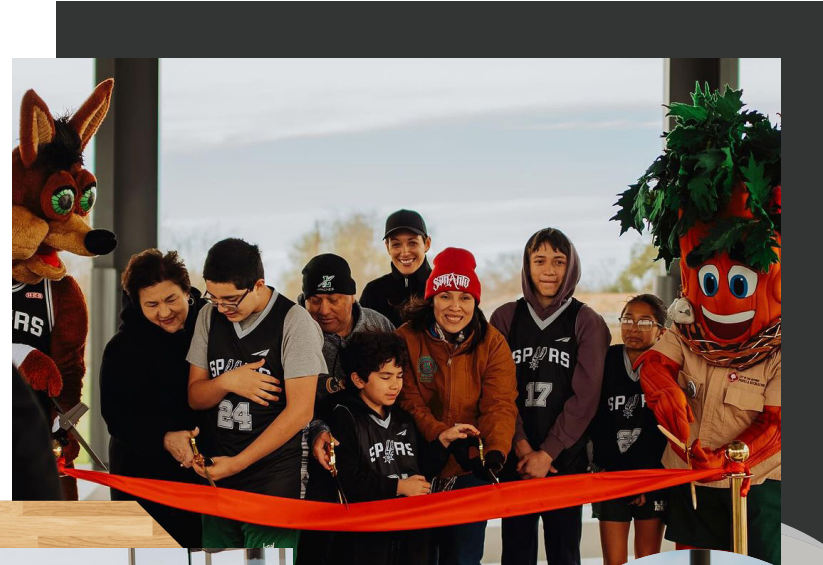


Play SA

Spurs Play is an initiative led by the San Antonio Spurs in partnership with local Parks and Recreation departments and various foundations. The program is dedicated to creating and revitalizing recreational spaces like basketball courts, skate parks, playgrounds, and swimming pools. Spurs Play offers safe and accessible venues that promote physical, mental, and emotional wellness across the community. It aims to enhance community activities, turning parks into lively spaces where families and youth can participate in sports and recreational activities, thereby fostering community spirit and encouraging a healthier lifestyle. This collaborative effort significantly improves the quality of life through active community engagement and robust infrastructure development.

59

YOUTH IMPACTED



Her Time to Play

Spurs Her Time to Play seeks to champion change on behalf of young women in San Antonio, Austin, and South Texas by promoting participation in basketball and other sports. This initiative aligns with the Jr. NBA Her Time to Play: Belonging in Basketball program, which focuses on fostering a sense of belonging, well-being, and leadership for female athletes. Through strategic partnerships, engaging programs, and targeted outreach, our goal is to address and reverse the trend of low sports participation among girls in these regions. We see this as a meaningful opportunity to positively impact the lives of young women by creating an environment of belonging, confidence, and leadership through sports. By doing so, we can help keep more girls involved in sports, enabling them to not only improve as athletes but also to become more confident and empowered leaders in their communities



3,052

**FEMALE ATHLETES
IMPACTED**





SCLI-Coaches

INAUGURAL
SESSION

A season-long collective impact program that applies a collaborative approach, bringing selected Camp Coaches together to create sustainable solutions for issues facing the program

Impacted 12 of our
Camp Coaches over
a span of 5 classes

Access to Play- Play MX



Aligning with our access to play efforts in all Spurs markets, Spurs Give invested \$100,000 to San Pedro Parques, a decentralized public body that maintains and operates parks and recreation just outside of Monterrey, Mexico. The investment led to the competition of two basketball courts at Clouthier Park, and community basketball clinic led by Spurs Sports Academy coaches, teaching fundamentals of the game, a focus on mental performance and creating an inclusive environment for all youth athletes to participate.



Spurs 3x3 Series

Partnered with Hoop It Up

The Spurs 3x3 Series is an event that aims to promote basketball participation while bringing the basketball community together in a safe and enjoyable environment. This unforgettable 3x3 experience caters to ballers of diverse ages, skill levels, and abilities, ranging from recreational enthusiasts to elite players. It's not just a basketball tournament; it's a celebration of the sport, uniting players from all walks of life in a shared love for the game.

1,500

**ATHLETES, COACHES,
AND THE COMMUNITY
IMPACTED**



**COLLABORATED WITH
THE MLK COMMISSION
TO BRING BASKETBALL
TO THE COMMUNITY IN
CELEBRATION OF MLK DAY**

**SPURS JR.
NBA/WNBA
COMMUNITY
COACH OF THE
YEAR AWARDED**



**OVERALL JR.
NBA/WNBA
COMMUNITY
COACH OF
THE YEAR**

Austin Community Efforts



8,700+
PEOPLE ACTIVATED

250+
HOURS
VOLUNTEERED

\$325,415

INVESTED



50+
ACTIVATIONS

Play ATX

The Spurs joined forces in a multi-year collaboration with the City of San Antonio and Austin Parks & Recreation and their foundations to breathe new life into parks and community basketball courts scattered across every district of our community. Through this collaborative initiative, our goal is to create lasting legacies, promote physical well-being and build pride within each district, which would encourage community engagement throughout the year.

200+
YOUTH IMPACTED



Central Texas High School All-Star Game

AUSTIN COMMUNITY INVESTMENTS

In honor of Spurs Week, the Austin Spurs hosted the 2024 Central Texas High School All-Star Game, celebrating the remarkable talent of high school student-athletes across Central Texas. 40 graduating student-athletes (both boys and girls) from high schools throughout the region were invited to participate in the game, which was attended by 400 friends, family members, and Austin Spurs fans. During the event, players were recognized for their outstanding achievements on the court and in the classroom throughout their high school careers.

40 Central Texas student athletes recognized!



**You Give
We Give**



**SPARKS
GIVE**

Donate Here:

www.mygiving.net/donate/spursgive

Your donation is being made to FrontStream Global Fund (tax ID 26-3265577), a 501c3 nonprofit, which will send your donation to Spurs Give (tax ID 74-2509544) on your behalf.

