



MAVS TAKE ACTION!

LISTEN. LEARN. UNITE.

2020-2023

3-Year Impact Report



OVERVIEW

Born out of a need to create sustainable, lasting change, in June 2020, the Dallas Mavericks launched Mavs Take ACTION!, a plan to address racial inequalities, promote social justice and drive change within Dallas/Fort Worth.

KEY METRICS

75+ PROGRAMS & INITIATIVES

264,407 PEOPLE IMPACTED

\$6.99 MILLION INVESTED

\$1.28 MILLION IN SPONSORSHIP DOLLARS



Taking ACTION!

ADVOCACY

Engaging in efforts to ensure every voice is heard and action is taken.

COMMUNICATION

Being active listeners and creating safe spaces for dialogue and understanding.

TRAINING

Providing resources and education to know, grow and act.

INVESTMENT

Committing financial and in-kind resources to support disparities and meet critical needs for underserved communities.

OUTREACH

Connecting communities, building relationships and fostering unity through basketball.

NOISE

Boldly promoting change and encouraging others to do the same through leadership and the arts.



COURAGEOUS CONVERSATIONS

Open and honest dialogue to build awareness and education around critical issues to LISTEN, LEARN & UNITE our communities.



KEY METRICS

18 HUDDLE CONVERSATIONS

Hosted for the community with topics ranging from voting rights, to LGBTQ/trans visibility to social justice and allyship

5 EXPERIENCES OF UNDERSTANDING

Hosted for Mavs staff



EDUCATIONAL EQUITY

Addressing disparities in education and providing support for K-12 education, STEM programs and college scholarships.

KEY METRICS

B+ RATING

Achieved by adopted school Adelle Turner Elementary, improving its rating from F to B+

\$225,000 INVESTED

In Adelle Turner Elementary for renovations and needed resources

350 STUDENTS IMPACTED

25 SCHOLARSHIPS AWARDED

To college students attending HBCUs across the country

\$225,000 INVESTED

In college scholarships

\$200,000 INVESTED

To support youth summer STEM programs impacting 1,600 students



MINORITY BUSINESS SUPPORT

Empowering minority-owned business and diverse entrepreneurs.

KEY METRICS

200 IMPACTED

By Mavs Business Assist learning sessions, resources and networking support

\$84,000 AWARDED

To Mavs Business Assist entrepreneurs at MBA Pitch Competitions

\$450,000 INVESTED

In Dallas Regional Chamber and Dallas Black Chamber to support local business and DEI priorities

32% DIVERSE

Percentage of diverse Maverick's suppliers and vendors, exceeding our supplier diversity goal of 25%

ECONOMIC & EMPLOYMENT OPPORTUNITY

Employment and career development for the workforce of North Texas.



KEY METRICS

\$3 MILLION DONATED

To the NBA Foundation to address education, income and employment disparities in Black communities through employment and career development

DEVELOPING DIVERSE TALENT

With Marcus Graham Bootcamps to mentor and train 60 young professionals in all aspects of the marketing and media industry

\$500,000 INVESTED

In the development of the Mavs Major at Paul Quinn College

2,016 IMPACTED

By workforce development programs including Hiring Mixers and development of the TD Jakes Pathway initiative

CRIMINAL JUSTICE & LAW ENFORCEMENT

Programs for formerly incarcerated and building bridges between law enforcement and communities.



KEY METRICS

GROWING UNITY

With 23 events hosted to build relationships between law enforcement and the community

1,500 TEENS & OFFICERS

Joined together for Together We Ball and Mavs Police Athletic League clinics.



HEALTHCARE EQUITY

Addressing healthcare disparities and providing support for underserved communities.

KEY METRICS

\$1 MILLION DONATED

In PPE during the COVID Pandemic including masks, hand sanitizer and hospital equipment

ONE HOSPITAL OPENING

At UTSW Medical Clinic at Redbird in Southwest Dallas County

REDUCED STIGMA IN 459 YOUTH AND ADULTS

Through mental health and suicide prevention campaigns and programs including the Bigger Than Basketball Coalition and the HUDDLE



CIVIC ENGAGEMENT & VOTE

Awareness campaigns and support for civic participation and voter registration, education and mobilization.

KEY METRICS

32,237 VOTES

Cast during the 2020 Early Voting and Election Day at American Airlines Center

700+ NEW VOTERS

Registered at Dallas Mavericks home games and community events

726,000+ IMPRESSIONS

Obtained through the development of Mavs.com/VOTE and shared Voter Registration, Education and Mobilization PSAs from Mavs players and VIPs

COUNT IT COALITION LAUNCHED

Among professional basketball teams united in encouraging voter participation



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