

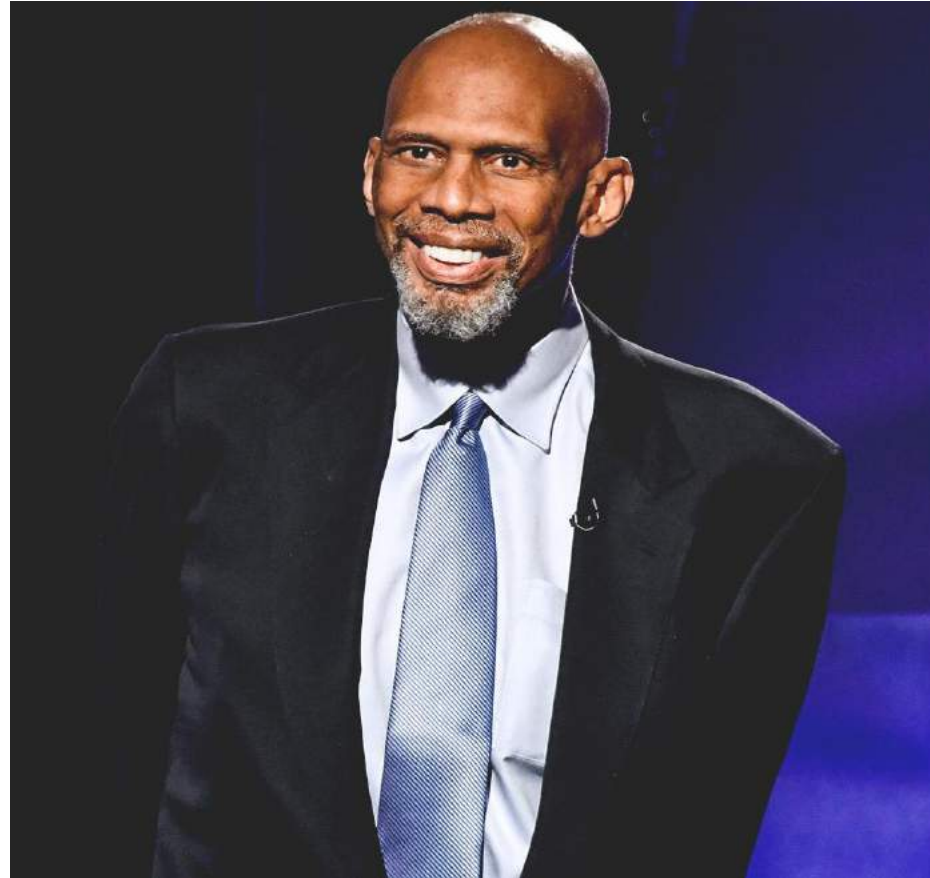


NBA CARES

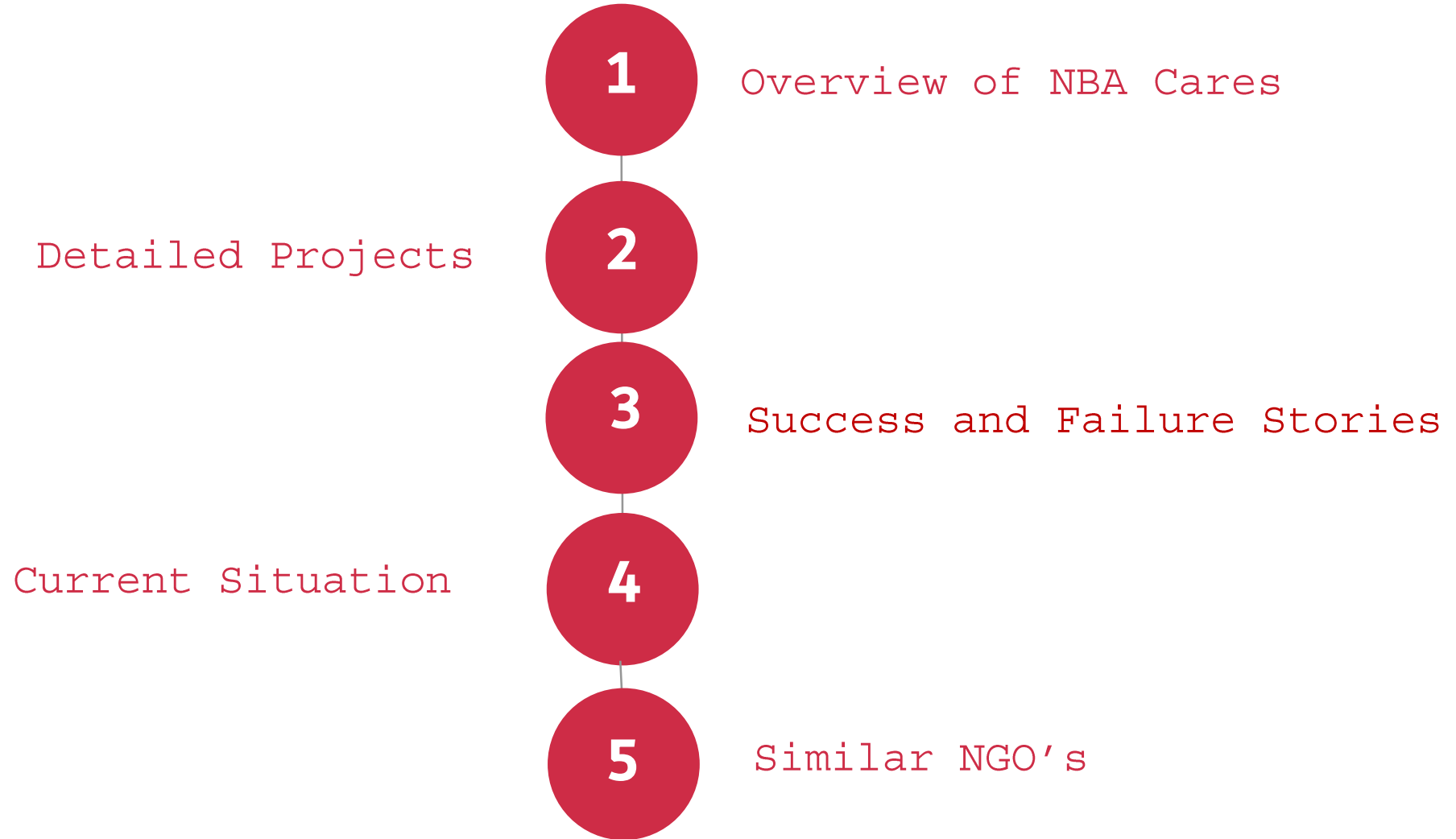
Özgür Şafak Açıkalın
Berkay Özşeker
Mert Cüceloğlu

«When it comes to choosing between storing a championship ring or trophy in a room, or providing kids with an opportunity to change their lives, the choice is pretty simple. Sell it all.»

Kareem Abdul-Jabbar



AGENDA



What is NBA Cares?

According to its website, NBA Cares is the league's global social responsibility program that builds on the NBA's mission of addressing important social issues.

This program includes various projects that are related to:

- Education for children,
- Military, well-being of veterans and active personnel
- Emotional well-being, awareness for a better mind health
- Greener & cleaner environment
- Mentoring



What is NBA Cares?



Programs



BE ACTIVE • EAT HEALTHY • PLAY TOGETHER

Hoops for Troops



Hoops for Troops

- The Atlanta Hawks will host a group of veterans and their families to share their experiences and insights on life after serving. The Hawks will also continue their "Crown and Courage" Program for military members



- In honor of Veterans Day, Miami HEAT surprised veterans with a newly renovated home.



- The Boston Celtics will celebrate Hoops for Troops Week by honoring military veterans each game through their Heroes Among Us program.
- Tragedy Assistance Program for Survivors (TAPS)



NBA Green

- Generate awareness and funds for protecting the environment.



NBA Green

- All NBA All-Star events are powered by 100% renewable energy.



- Many NBA teams provide certified organic and locally grown food (within 100 miles of the stadium) to help support sustainable agriculture and reduce their carbon footprint.

- Eight NBA teams have already installed solar panels on their arenas.

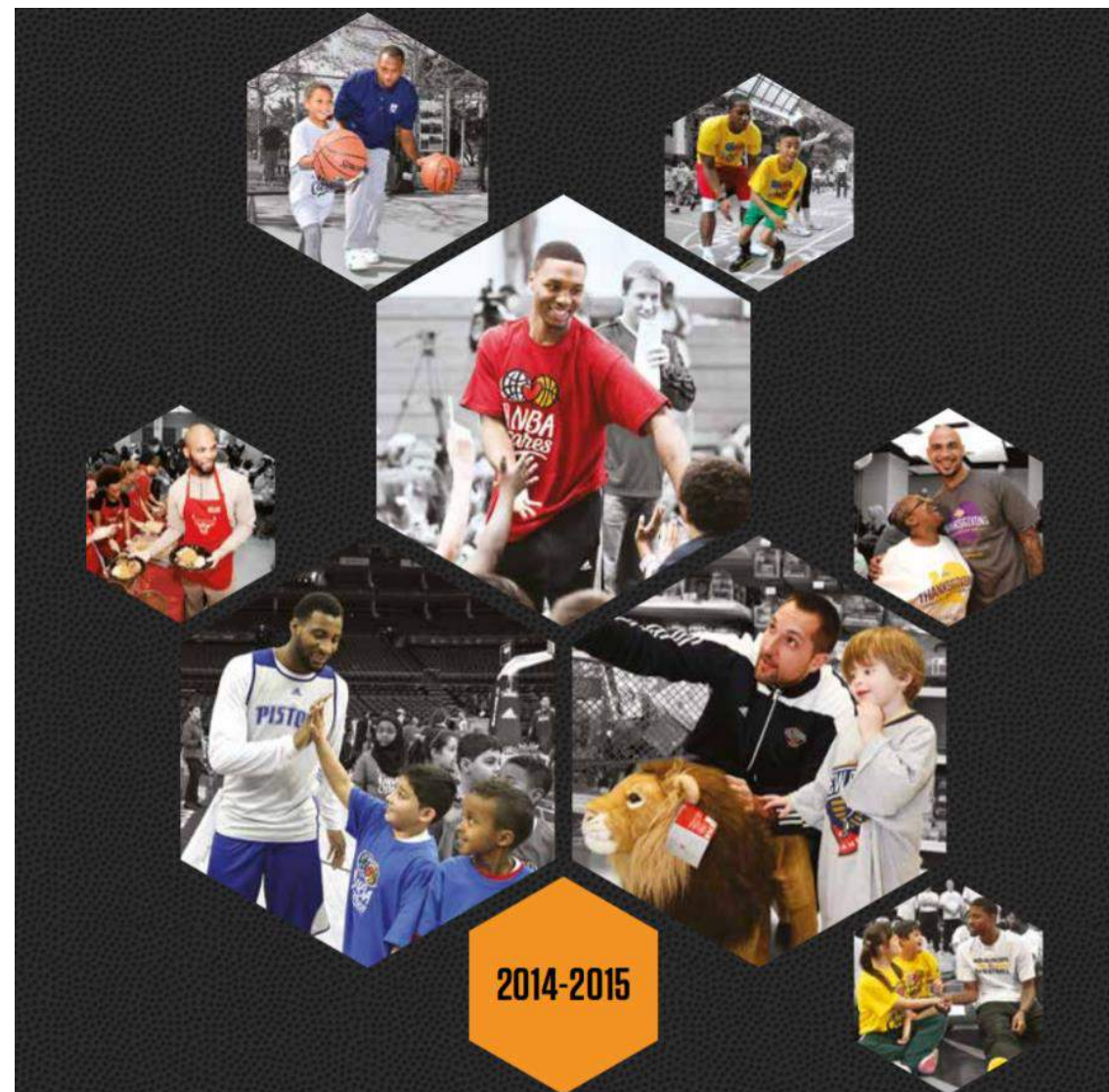


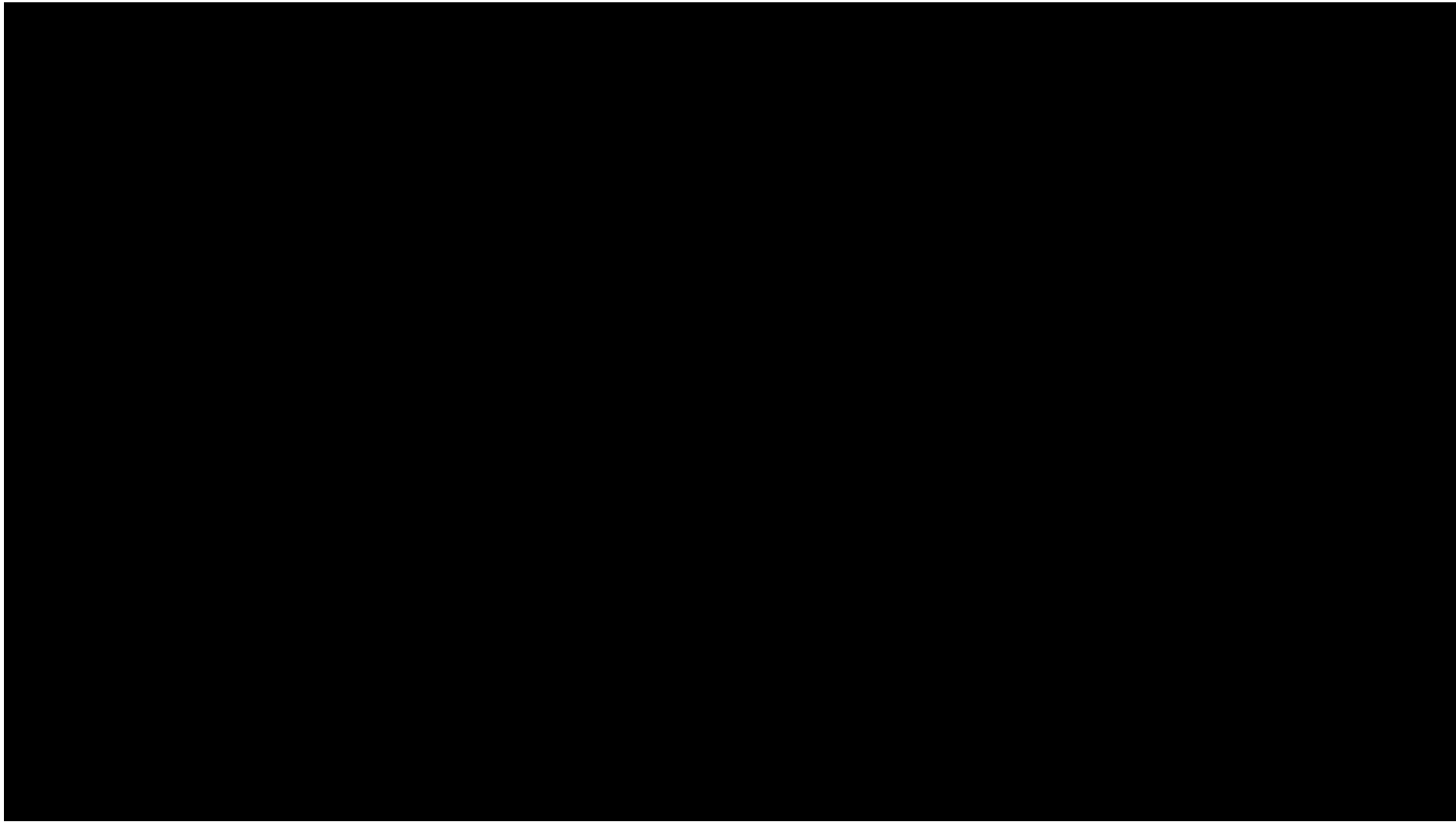
NBA Green



My Brother's Keeper

- National Mentoring Partnership
- 25,000 new mentors over five years
- Advertisement activities





NBA FIT

- "Be Active, Eat Healthy and Play Together"
- Promoting values of the game through programs, events and products
- In partnership with community experts
- Kaiser Permanente provides research-oriented strategic consulting, health-related content



NBA FIT

1,000,000

NUMBER OF YOUTH
ACROSS NYC WHO
WILL PARTICIPATE IN
FUN FITNESS AND
BASKETBALL
ACTIVITIES LEADING
UP TO AND DURING
NBA ALL-STAR 2015

3,600

NUMBER OF
WALMART STORES
ACROSS THE UNITED
STATES
THAT FEATURE NBA
FIT FOODS

1,600

COMMUNITY-BASED
ORGANIZATIONS THAT
PARTICIPATE IN
NBA/WNBA
FIT PROGRAMS
AND EVENTS

NBA Cares Community Assist Award

- Every month, the NBA chooses one player from across the league



- October 2014: Russell Westbrook, Oklahoma City Thunder
- November 2014: Klay Thompson, Golden State Warriors
- April 2015: Chris Paul, Los Angeles Clippers

Current Situation

- Global social responsibility program
- 4.1 million hours of hands-on service
- Created more than 1,115 places where kids and families can live
- Engages more than 18 million youth
- Support education, youth and family development, and health-related causes

 NothingButNets.net



 Prevent Child Abuse America



 Save the Children.



 unicef

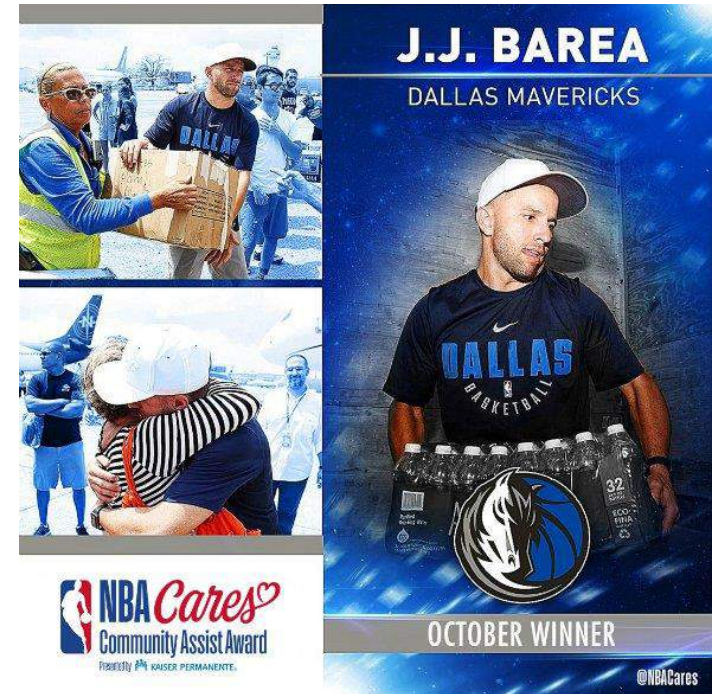


Success Stories



- I PROMISE School in Akron, Ohio.

- NBA honors Barea for his work to immediately initiate aid for Puerto Rico following Hurricane Maria



Success Stories

- NBA Africa Game



Failure Stories

- Poor advertisement

- Low donations compared with NBA's Total Budget

- Mostly individual events

Similar NGOs



References

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- <https://cares.nba.com/my-brothers-keeper/>
- <https://communityassist.nba.com/>
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