



WARRIORS
IN THE COMMUNITY

2023-2024

GOLDEN STATE WARRIORS

COMMUNITY IMPACT REPORT

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ACKNOWLEDGMENTS

Dub Nation,

I am happy to present the Warriors' 2023-24 Community Impact Report, which is a reflection of our commitment to the Bay Area community and long-standing relationships with so many community members. This report highlights the collective work of our fans, partners, players, coaches, and front office staff to positively impact the lives of over 1.1 million individuals throughout the Bay Area, with a focus on our community pillars: education, health and wellness, economic development, and civic engagement. On behalf of the Warriors, thank you for your continued partnership. Here's to an impactful 2024-25 season!



Brandon Schneider
President & COO
Golden State Warriors



BY THE NUMBERS

1M+

1,122,851 individuals reach through community programming.



3,644

Tickets donated to Bay Area nonprofits and community members.

15,000

Warriors memorabilia items donated to local community groups for fundraising efforts.



48

On-court recognitions of community members.

8,133

Volunteer hours by Warriors employees.

1,059,854

The Golden State Warriors and Chase Center have donated over 1,059,854 meals to Bay Area community members throughout the 2023-24 season.



\$562,300

Golden State gave over \$562,300 in sponsorship dollars to support various community initiatives, throughout the Bay Area.

74

Community, corporate, and fan engagement events with Warriors players.



1,500

Books distributed to the Bay Area community.

33

Small businesses impacted through programming.



OUR PILLARS

We are committed to taking an active interest in the well-being of our community and to be great corporate citizens. We strive to develop life-long fans of the game of basketball through cause-marketing programs and initiatives and are dedicated to improving the quality of life for those that are underserved in our community. During the 2023-24 Season we held over 80 community events within our four pillars of Education, Health & Wellness, Civic Engagement, and Economic Development.

EDUCATION

We invest in education programs to promote equity of life outcomes driven by education attainment.

HEALTH & WELLNESS

We support a variety of physical and mental health and wellness initiatives that promote resilient communities where all people can thrive.

CIVIC ENGAGEMENT

We seek to make positive impact by using our platform to engage voters and to promote service and volunteerism.

ECONOMIC DEVELOPMENT

We support & patronize businesses led by entrepreneurs of color, & support initiatives that strengthen local economic development in the Bay Area, including workforce & job training.

[CLICK HERE TO WATCH THE 23-24 COMMUNITY RECAP VIDEO](#)



PROGRAMS

EDUCATION

2K Mentorship Program

The Golden State Warriors, in partnership with 2K Sports and MENTOR California, executes a monthly program with McClymonds High School junior and senior students and GSW mentors. The program offers students various opportunities throughout the course of the school year to work with business mentors to receive guidance, access, and awareness to become future business leaders.



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Future Leaders

The Warriors, in partnership with Rakuten, hosts the Future Leaders program with participants from Girls Inc. and mentors from GSW and Rakuten. Participants connect with their mentors, engage in a panel discussion around women's empowerment, go on a surprise shopping experience for professional clothing, and shadow their GSW mentors on a game day to see how it comes to life.



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Read to Achieve

Read to Achieve, presented by Ross Stores, is a literacy initiative that aims to improve youth reading proficiency among Bay Area elementary students. With exciting year-round activities and experiences, the program promotes a love of reading and sets students up for success in school and beyond. This school year, the Warriors partnered with both Burckhalter Elementary and George Washington Carver to host eight unique literacy programs and activations.



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COMMUNITY HEALTH & WELLNESS

Hoops for Troops

The Warriors honor active and retired service members and their families in collaboration with the Department of Defense, USO, TAPS, and other military and veteran-serving organizations.



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PROGRAMS

Sustainable Soles

The Warriors, in partnership with Starry, hosted Sustainable Soles, focused around encouraging fans to properly donate and recycle shoes that they no longer want in order to divert waste. There was a special VIP shopping experience for young adults from local community organizations hosted by HavASole, as well as a shoe recycling station and tabling opportunities for nonprofits that work in the recycling/upcycling industry.



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Pass the Plate

The Warriors and Chase Center, in partnership with DoorDash, are committed to ensuring we donate 100% of our surplus food to local communities. Through the Pass the Plate program, and with the help of Replate, we make sure any remaining Chase Center event food is packaged and donated to local nonprofits that work with people experiencing food insecurity.



Get in Gear

The Warriors hosted Get in Gear, presented by Waymo, which included a bike and helmet donation for local youth, bicycle repair stations, education and program resources, customization stations, safety demonstrations, family-friendly activities, giveaways, and more. Attendees were encouraged to ride their bikes to Chase Center via the bike paths to promote the use of alternative transportation.



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PROGRAMS

Swishes for Dishes

Swishes for Dishes presented by Kaiser Permanente, in collaboration with The Athletes' Corner and Feeding America - On the court, every point counts. Off the court, every point feeds. For every point the Warriors score, 100 meals are donated to prevent hunger. During the 2023-'24 season, 1 million meals were committed to local food banks to support Bay Area families. Swishes for Dishes volunteer events were also hosted throughout the season to support the food distributions of local food banks: SF-Marin Food Bank, Alameda County Community Food Bank and Second Harvest of Silicon Valley. Since the program's inception at the start of the 2020-'21 season, over 4.4 million meals have been donated.



CIVIC ENGAGEMENT

Voters Win

As part of the organization's ongoing commitment to civic engagement, the Warriors promoted voter engagement for the March 2024 Primary Election through the Voters Win campaign. The campaign featured educational content specific to voting in California, such as content on Chase Center social media accounts and a website featuring various resources to prepare voters.



White House Round Table

During a visit to the White House, Coach Steve Kerr, Klay Thompson, and Moses Moody met with members of President Biden's administration to discuss issues related to gun violence prevention and the role athletes can play in the public policy arena.



PROGRAMS

ECONOMIC DEVELOPMENT

Franchise Fund

The Warriors, in partnership with United Airlines and Western Regional Minority Supplier Development Council, created the Franchise Fund to support economic development in Bay Area communities of color by providing equitable opportunities for entrepreneurs. The Warriors earned the NBA Inclusion Innovation Award for its work on the Franchise Fund, which honors a specific innovative program that advances inclusive practices. Through the program, minority-owned small businesses are provided with various resources to support their growth, including bi-weekly workshops, networking opportunities, and post-program mentorship. Business owners also receive coaching and monetary support to become officially certified as minority-owned business enterprises (MBEs).



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Alley-Oop Accelerator

The Alley-Oop Accelerator, presented by Chase, is a comprehensive 7-week program designed to empower nine Bay Area entrepreneurs to start and grow their businesses. Participants received weekly workshops focusing on marketing and finance, as well as the necessary resources and knowledge to operate their businesses legally and successfully.



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PROGRAMS

Small Business Jumpstart

The Warriors, in partnership with TriNet, hosted a panel discussion for Bay Area business owners around talent acquisition and retention as part of the Small Business Jumpstart program. In addition, five local businesses were selected from a large applicant pool to receive a \$10,000 grant and were recognized during a Warriors home game in March.



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Taste Makers

The Taste Makers at Chase Center Program is an incubator program that provides an opportunity for small businesses to promote, market, and expose their brand to a wider audience through the platform provided by Chase Center events. The program provides opportunities for participants to engage in areas of learnings based on their business needs and foster brand awareness with their presence at Chase Center.



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**THANK YOU SO MUCH
TO ALL OUR PARTNERS!**

