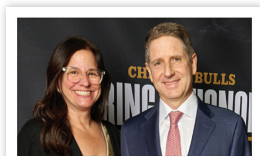




2024-2025
COMMUNITY IMPACT REPORT





From the Desk of Michael and Nancy Reinsdorf:

The Chicago Bulls organization is built on a connection to the city, so it is important that we use our resources and influence for good and to elevate the organizations addressing critical issues in Chicago.

We feel lucky to be in a position to give back and are focused on extending our philanthropic efforts beyond donations to be a true partner to the community and make real, lasting and positive impact.

Through Chicago Bulls Charities – the philanthropic arm of our organization – the Community Engagement team and other departments, the Bulls contribute time, materials and resources to organizations that align with our mission and values. We all understand the importance of community work and that driving results takes everyone showing up every day for others.

Our 2024-2025 Community Impact Report summarizes the Bulls efforts to affect positive change in Chicago. This report will tell the stories of our community partners, as well as highlight how the Bulls look to bring people together through basketball, aid and amplify the good work already being done by leaders and organizations in the city, and celebrate culture and community.

Together we can go further and unite our city for a stronger, better Chicago.

A handwritten signature in black ink, reading "Michael Reinsdorf".

Michael Reinsdorf, **President and CEO**

A handwritten signature in black ink, reading "Nancy Reinsdorf".

Nancy Reinsdorf, **President of Chicago Bulls Charities**

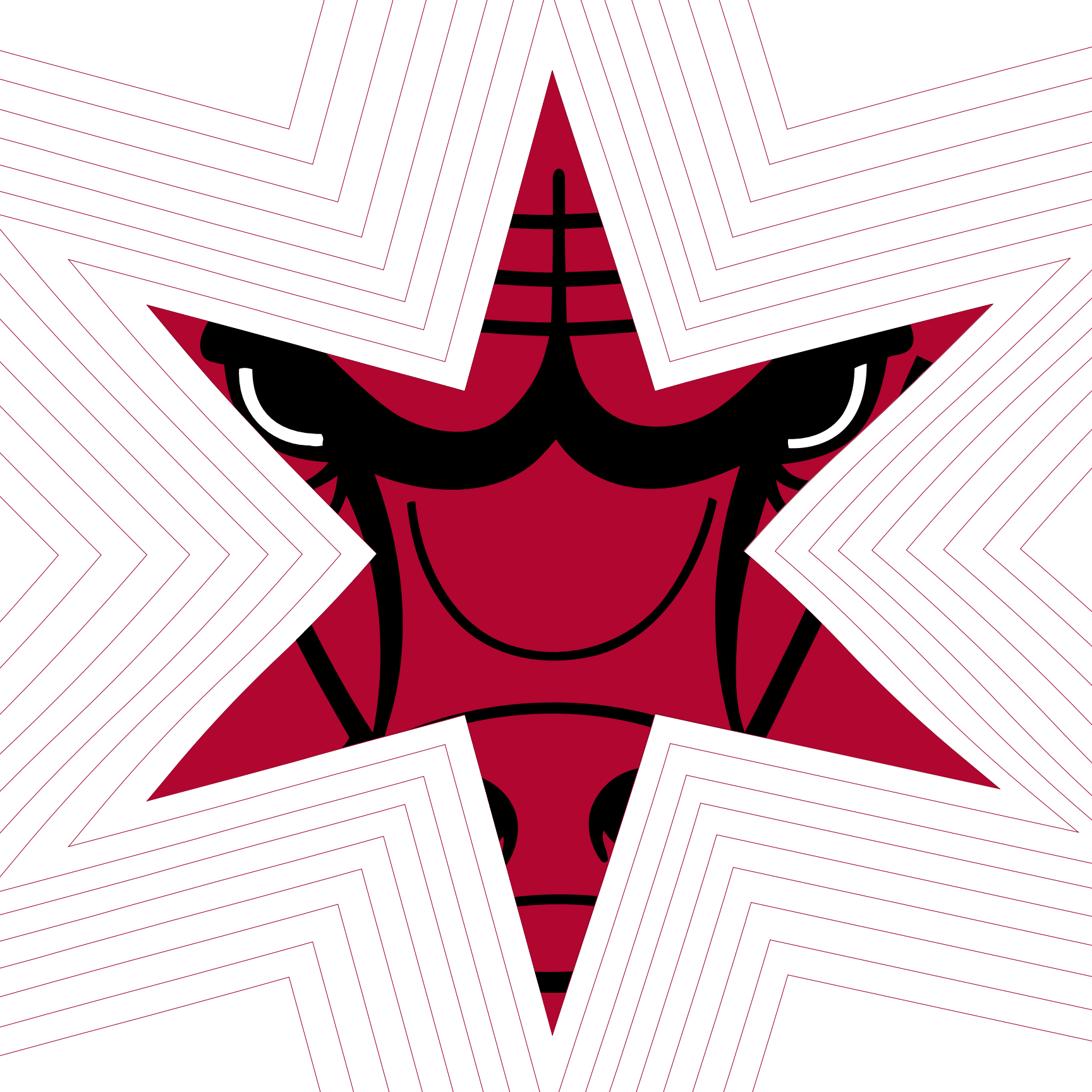


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The Chicago Bulls Community Impact Report highlights the organization's efforts to give back and affect positive change in the community during the 2024-2025 season. This report is a snapshot of some of the programming and community engagement efforts from this period.

Chicago Bulls Charities (CBC) is committed to using the Bulls platform to elevate organizations, big and small, that are addressing critical issues in our city. CBC is the framework that makes all this possible and stands up fundraising programs and impactful relationships with corporate partners, season ticket holders and fans.





\$2.1M

total financial contributions
from community support

98

community events held

37,000+

tickets donated to community groups

98

community partners

8,000

people impacted by Bulls
community programming

80+

schools where Bulls
engaged with students

7,336

youth participated in
Bulls Youth Hoops clinics

62

community appearances from
Bulls players and alumni

BY THE NUMBERS

These numbers represent a snapshot of the Bulls community activities from May 1, 2024 – April 31, 2025.

THE POWER OF BASKETBALL

The Bulls know first-hand that basketball is more than just a game; it is a powerful unifier. Bulls fans may come from different backgrounds, but they share an almost intrinsic love for the team and the excitement of the sport. Whether playing or watching, sports create long-lasting feelings and memories. It is the Chicago Bulls' responsibility to use this emotional connection and the power of their platform for good.

The Bulls are committed to expanding access to basketball and bringing people together through sport. Sports can teach people valuable life skills that help prepare them to succeed on and off the court in the future. With the help of community and corporate partners, the Bulls have built impactful sports programs that not only provide a place for youth to have fun but also foster skill development and a sense of belonging.





BEYOND THE BALL

BULLS UNVEIL THREE COURTS IN LITTLE VILLAGE

In October 2024, the Bulls partnered with Beyond the Ball to unveil three new basketball courts in Little Village. Reaching more than 1,500 youth annually, the local non-profit has provided sports-based youth and community development activities for more than 20 years. The refurbished courts provide a space for young

people to continue doing what they love and serve as a source of pride for the neighborhood.

The new courts were designed by Mexican artist Roco Drilo, who took inspiration from Little Village's predominant Latiné community and the Bulls SEE RED brand platform.



84%

of Beyond the Ball's staff were involved in the program as youth

“This space for almost 50 years was one of the most dangerous spaces in the neighborhood.” Rob Castaneda, Co-Founder and Executive Director of Beyond the Ball, said. “What we’ve seen happen over the past decade plus is this area go from being a scary space where people didn’t want to be to the most thriving public play space in the neighborhood.”

These courts and the partnership with Beyond the Ball is a shining example of how the Bulls leverage the power of basketball to honor culture and empower communities. The Bulls’ commitment, however, extends year-round. Through basketball clinics and the annual Los Bulls Night, the Bulls look to build long-term community partnerships that benefit all Chicagoans.



It’s inspiration. It’s hope. Children need places where they can feel safe, where they can thrive, where they can develop. Whether you’ve been involved in the streets or not, one thing we can all agree on is that our children should be able to have a childhood.

- Rob Castaneda, Co-Founder and Executive Director of Beyond the Ball

FOR GIRLS, BY GIRLS

GIRLS' DAY OF PLAY

The Bulls tipped off Women's History Month by hosting the second annual Girls' Day of Play, fueled by Gatorade. Joined by Edniesha Curry, U.S. Virgin Islands Men's National Team Head Coach and former WNBA player, and Rachel Banham, Chicago Sky guard, this event welcomed more than 150 girls from around Chicago to the Advocate Center, the Bulls practice facility, to promote increased access to sports and mentors for girls.

Girls' Day of Play fosters an inclusive environment that supports and encourages girls' athletic pursuits. Sports can have long-lasting impacts on youth and foster positive skill development, so it is crucial to increase access to sports for girls, who often face barriers to playing.



150



girls participated
in Girls' Day of Play

ALL-GIRLS CLINIC WITH THE MIRACLE CENTER

The empowerment continued with an all-girls basketball clinic at The Miracle Center (TMC) in partnership with BMO. Bulls legends Joakim Noah and Randy Brown joined Bulls Youth Hoops coaching staff to lead 35 girls from the Belmont Cragin community through a night of empowerment and fun.

The Bulls first connected with TMC to refurbish its basketball court in 2023, designing the court to feature a mural painted by local Latine artist Liz Flores. Since then, the Bulls have hosted three basketball clinics on the court.

66%



of women believe they have carried the skills and lessons from sports into adulthood.

AND



of women also reported that they faced barriers to full

Source: Women's Sports Foundation



GIRLS COACHING COHORT

The Bulls Girls Coaching Cohort, fueled by Gatorade and in partnership with The Center for Healing and Justice through Sport, is a year-long program that consists of four workshops focused on basketball and social-emotional learning, aimed at empowering 29 Chicago coaches with innovative strategies to make a positive impact on youth. In March, the cohort culminated with Girls' Day of Play, a basketball clinic for 150 girls across Chicago.

The program aims to address what is an alarming trend in girls' sports. According to the Women's Sports Foundation, by age 14, girls drop out of sports at two times the rate of boys. Coaches don't always have the resources they need to coach girls in sports, as most coaching

is driven for men, by men. This program looks to educate coaches with the best techniques, styles and strategies to help them develop into better coaches for girls and keep girls playing sports.

Studies show that playing sports can have long-lasting impacts on lives and foster positive skill development, reinforcing the need to develop mentors to keep girls in sports and increase access to sports for girls.

These events represent the Bulls year-round efforts to honor the achievements and contributions of women in sports and beyond.

Starting from an educator standpoint as a teacher, I see the impact of sports in the classroom. Their grades are better. They're learning time management. They're learning how to prioritize. High school is a really hard time to be a teenage girl, so building relationships, finding your identity and your sense of belonging is really important.

- Erica Chavarria, Head Coach of the Varsity Girls Basketball team at Chicago Academy High School



SEASON OF GIVING

As the holiday season approaches each winter, the Bulls ramp up for the Season of Giving, the team's annual giving campaign with staff and players showing up for Chicago. This year, the Bulls hosted 17 community-focused events.

Each season, Bulls players and staff donate their time and resources to

spread holiday cheer, ranging from turkey distributions and winter clothes drives to surprise holiday shopping sprees and an epic youth basketball tournament. The Chicago Bulls have always believed in tapping into the power of basketball as an effective way to spread joy across Chicagoland.

BY THE NUMBERS



1,300

youth impacted across 17
events by Bulls staff and players



34

community groups impacted
across the city of Chicago



100%

Bulls player participation

HIGHLIGHTS:

ALL TEAM 4 V. 4 BASKETBALL TOURNAMENT

The Bulls hosted a 4-on-4 youth basketball tournament, presented by Gallagher, at the Advocate Center, where Bulls guards and Chicago natives **Ayo Dosunmu** and **Talen Horton-Tucker** invited their former elementary schools, Beasley Academic Center and St. Matthias School, and served as coaches throughout the day along with their teammates.



HIGHLIGHTS:

HOLIDAY MEALS

Jevon Carter, Ayo Dosunmu, Nikola Vučević and Zach LaVine each held events that funded families' grocery shopping around the holidays. From providing grocery gift cards for Thanksgiving dinners to distributing turkeys and covering the cost of holiday meals at Chicago Bulls College Prep, Bulls players and coaches ensured more Chicago families had warm and delicious meals for Thanksgiving. The Bulls also teamed up with the Chicago Blackhawks and United Center for the third annual Ham Jam, a holiday meal distribution event at the United Center, which served 200 low-income families.



STUFFING STOCKINGS

Dalen Terry took 25 students from Simeon High School shopping at adidas, providing gift cards for each of them to spend.

Jevon Carter and his Treadmill Mentality Foundation partnered with Enchanted Backpack to deliver winter clothes and school supplies to 220 students at Paul Revere Elementary School.

Josh Giddey brought toys and joy to Lurie Children's Hospital of Chicago.

Talen Horton-Tucker hosted an event at Margate Park in Uptown, where he surprised 30 youth with gifts for the holidays and an afternoon of basketball and volleyball competitions. All youth received a Bulls toy, were treated to a second gift of their choosing and celebrated with a pizza party to close out the day.

Torrey Craig and Nikola Vučević each partnered with the Boys and Girls Club, with Craig hosting 20 youth for a Build-A-Bear experience and Vučević treating 20 children to a holiday shopping spree at Building Blocks Toy Store.

Zach LaVine treated 20 youth to a private screening of a holiday movie and special gifts.



The Bulls Season of Giving is possible due to the incredible efforts of the non-profit and community partners who are making a difference in Chicago throughout the year. Thank you to Beasley Academic Center, Boys & Girls Club of America, C.H.A.M.P.S Male Mentoring, Chicago Bulls College Prep, Chicago Park District, Chicago Public Schools, Common Ground Foundation, Lurie Children's Hospital, The Mural Movement, New Life Centers, Paul Revere Elementary School and St. Matthias School.

ROOKIE PROGRAM

The Bulls Rookie program exists to help first year players connect with the community and build a foundation of giving back. The program reinforces the importance of community and works closely with each player to identify the topics they're most passionate about, then helps them realize their philanthropy goals.

This year, rookie Matas Buzelis partnered with Operation Basketball, an organization designed to mentor, educate and engage underserved

youth through basketball. Every month, Buzelis and the Bulls invited a team from Operation Basketball to a Bulls home game as VIP guests. They were able to enter the United Center ahead of other fans and were welcomed courtside by Buzelis and his teammates.

Buzelis also hosted two basketball events for Operation Basketball – one at the Advocate Center and another as part of Operation Basketball's Hoops Therapy practice, which encourages mental health and wellness.



COMMUNITY CHAMPION: AYO DOSUNMU

Very few aspiring athletes make it to the NBA, let alone get to play in their hometown, but Ayo Dosunmu is one of those people. In turn, the Bulls guard recognizes this good fortune and eagerly uses his platform to give back to Chicago. The NBA has recognized Dosunmu's dedication to the community, awarding him an NBA Cares Bob Lanier Community Assist Award in 2023.

At his third annual Block Party in his home neighborhood of Morgan Park, Dosunmu continued his mission to steer kids away from violence and promote spending time playing sports instead. More than 150 youth participated in the basketball clinic and surrounding festivities led by Dosunmu, Bulls

teammates Coby White and Jevon Carter and Bulls Youth Hoops coaches. Dosunmu created the event in 2022 to honor his late childhood friend, Darius Brown, who was killed in 2011. Dosunmu's desire is to create places of hope and to give youth access to resources and people they can listen to and talk to when they need it most.

In addition to his annual Block Party, Dosunmu runs an incentive program called Ayo's Scholars. Ayo's Scholars awards honor roll students from his former elementary school (Beasley Academic Center) and high school (Morgan Park High School) with complimentary Bulls tickets throughout the season.



“Being from Chicago, I am able to come and help the kids. I think this is something they will never forget, because a lot these kids are not able to see NBA players or celebrities. So, just to be here and to give them advice, give them wisdom – not just about basketball, but tips in life – I think it's something that goes a long way.”

- Bulls Guard Ayo Dosunmu

CLINICS IN THE COMMUNITY

Through youth basketball clinics with community and corporate partners, the Bulls have made a difference in the lives of Chicago's youth. The Bulls maintain an active Basketball Programming team as part of its Marketing Department, which manages all Bulls Youth Hoops and Bulls Kid Nation clinics.

Zenni PE Takeovers are an ongoing program where the Bulls and Zenni Optical will “take over” a school’s gym class and give fourth and fifth grade students the opportunity to participate in a clinic. The Bulls held ten Takeovers this year, bringing in former Bulls Carlos

Boozer, Randy Brown, Eddy Curry and Kendall Gill.

The Bulls’ City Edition Neighborhood Clinics, presented by motorola razr, are another avenue for youth to get active and find community through basketball. This year, the Bulls held three clinics, working with 180 youth from long-standing partners like Beyond the Ball and The Miracle Center to intentionally reach communities of need. As part of the events, students received cobranded shirts, basketballs and hats, courtesy of motorola razr.



1,000+



youth participants
in PE Takeovers

EXPANDING **OPPORTUNITY &** **ACCESS**

The power of basketball extends beyond the court, and the Bulls look to build opportunity pathways for all Chicagoans to reach their potential. Chicago is full of talent – from up-and-coming business owners and non-profit leaders to youth basketball coaches and students.

The Bulls want to leverage the power of their platform to invest in local leaders and organizations doing good across Chicago. This goes beyond just providing financial support. The Bulls help leaders and organizations build strong foundations, amplify their missions, and create pathways for career, leadership and workforce development.





Chicago Bulls
Basketball Club
Eastern Conference
Central Division
National Basketball
Association

YOUNG

24

BUILDING BUSINESSES, GROWING CHICAGO

The Chicago Bulls and long-time partner BMO have established connective, year-round programming to champion locally owned organizations. This collaborative effort began in 2020, when the Bulls and BMO launched the Black-Owned Business Program to demonstrate their ongoing commitment to social justice. From creating connections through the annual Bulls Business Summit to amplifying their businesses through the Business Spotlight Series, the Bulls and BMO provide ongoing support for Chicago's vibrant and diverse business community.

BUSINESS SPOTLIGHT SERIES: SHINING A LIGHT

Coinciding with the launch of the Black-Owned Business Program, the Bulls and BMO created the Business Spotlight Series, an initiative to spread awareness of businesses across Chicago and uplifting entrepreneurs who are making a positive difference in the community.



1.35M

impressions generated from
this year's Spotlight Series
across Bulls channels



500K▲▲

people reached on Instagram through
the Spotlight Series – a 2,400%
increase from last year



28

businesses have been
highlighted since 2020

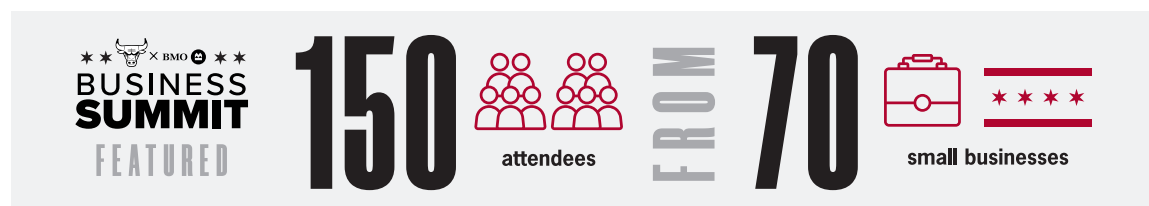


The Bulls highlighted each business at a home game and on the organization's wide reaching social channels and gameday broadcasts throughout the season, detailing the story and inspiration behind each business in the words of their leaders. Current and former Bulls joined in to help tell these stories, too. The Bulls' relationships with these businesses have extended beyond the campaign, with many organizations becoming preferred vendors.

BULLS BUSINESS SUMMIT: CREATING FORUMS FOR GROWTH

In February, the Bulls and BMO hosted the 2025 Bulls Business Summit, a day of personal and professional development that is a key pillar of the program. The second annual event hosted 150 attendees from 70 small businesses in Chicago (including the Business Spotlight Series cohort), nearly doubling last year's attendance.

From entrepreneurial stories and tutorials on AI and advertising, to discussions around financial resiliency and active networking, the event facilitated an open dialogue and aimed to leave leaders feeling more prepared to grow their business.



BMO's leadership in small business banking, including its Zero Barriers to Business program, provided valuable financial guidance and support to the business owners.

Bulls forward Patrick Williams served as a guest speaker at the Summit, discussing his journey growing up in North Carolina and how his mother's

flower shop inspired his commitment to give back. Williams also gave attendees a chance to introduce themselves to his Foundation. A few weeks later, four of those businesses participated in the Patrick Williams Foundation's second annual Pitch Day to compete for grant funding.



BUILDING BRIGHTER FUTURES OFF THE COURT

Since its founding in 2023, the Bulls have partnered with Sneakers to Scrubs and Founder Jameel Alausa to spread awareness about opportunities in the medical field to Black men in Chicago. He founded Sneakers to Scrubs to expand representation in medicine while teaching critical life-saving skills to Chicago's youth.

Born and raised near Hyde Park, Alausa's family instilled in him that work in the classroom mattered just as much as that on the hardwood. Alausa excelled in both, going on to play college basketball at Yale University until suffering a traumatic hip injury that ended his playing career. However, many of Alausa's teammates who also fell short of their NBA dreams, didn't have a backup plan in place outside of basketball.

This motivated Alausa to use his story and position to help others. Amid his pursuit of a medical career, Alausa recognized the need for youth to have diverse mentors outside of sports – people who serve as proof that they too can be high-level athletes while also being standout students. He founded Sneakers to Scrubs to expand representation in medicine while teaching critical life-saving skills to Chicago's youth.

In 2023, the Bulls and Sneakers to Scrubs held a “Medical Bootcamp,” welcoming 40 youth to Rush University Medical Center for a day of educational activities, teaching critical live-saving skills such as gunshot wound compression and concussion identification. The Bulls, Rush University Medical Center, and Sneakers to Scrubs intend to hold similar events and continue strengthening their relationship in the future.



“

These are folks that are generally forgotten, and basketball was an incredible way to connect with them on various levels ... basketball is the ultimate connector.

- Jameel Alausa, Founder Sneakers to Scrubs

”

LIVING LEGACIES: CELEBRATING CHICAGO'S CHANGEMAKERS

At the annual Dr. Martin Luther King Jr. Day Game in January, presented by Advocate Health Care, the Bulls celebrated their 2025 Class of MLK Jr. Legacy Honorees. Each of the four honorees embody the life and legacy of Dr. King by actively working in their respective fields to better Chicago.

The Bulls surprised each honoree with the news earlier in the season, tapping Bulls players, alumni and staff to make each leader feel truly special. Each moment was shared on Bulls Community social channels leading up to the game, allowing Bulls fans to hear their stories.

2025 HONOREES:

RACHEL GADSON Founder of ILA Creative Studio

Gadson and her ILA Creative Studio believe in the power of Black artists and elevate their platforms through educational programming, empowering events and collaborative resource sharing. The organization began in 2018 and has grown exponentially since its inception, hosting upwards of 14 events and workshops each year.

JAMEEL ALAUSA Founder of Sneakers to Scrubs

Alausa founded Sneakers to Scrubs in 2023 to increase diverse representation in medicine, particularly for Black men. While growing up on the Southside of Chicago, Alausa's parents instilled in him that academics must come before athletics, but he didn't fully grasp the concept until suffering a traumatic hip injury while playing college basketball at Yale University. Jameel saw his peers face similar struggles and was determined to redefine what it means to be a student athlete.

DAVID ROJAS JR.
Founder of The Alliance 98

The Alliance 98 (TA98) and Rojas Jr. are changing the way Little Village, a predominantly Latiné neighborhood, tackles unemployment. Rojas Jr. launched TA98 in 2018 after connecting with his mentor Rob Castaneda, co-founder of Beyond the Ball, another outstanding Bulls community partner in Little Village. Named for his family's shared love for watching the Bulls win it all in 1998, Rojas Jr. believes in the potential of Little Village and aims to provide opportunities for the neighborhood.

KARIE E. STEWART
Founder and CEO of Melanated Midwives

Stewart's Melanated Midwives is a nonprofit diversifying the midwifery profession and empowering Black birth parents with resources and tools to successfully navigate their prenatal and postpartum care. Stewart founded the organization in 2019 after completing her midwifery schooling and realizing few mentors with shared experiences and backgrounds existed.





CBC and Bulls partner Advocate Health Care combined to provide each honoree a donation of \$10,000 to support and propel their organization's initiatives. Each season, the Bulls select honorees

who demonstrate a passion for achieving equity and a commitment to address persistent challenges related to social justice.

STEAMING AHEAD

For several years, the Bulls and United Airlines have worked with Infinity Math, Science & Technology High School, to help students deepen their understanding of STEAM (Science, Technology, Engineering, Art and Math), giving them hands-on opportunities to work with experts in the field.

The Bulls invest in Chicago's youth, creating pathways to explore passions and develop skills that prepare them to succeed. Art – the difference between commonly used STEM and STEAM – is a crucial element of the Infinity

Project. This year, 52 students worked with professional artist Nez to design a special giveaway for fans attending the annual Los Bulls game. Their input allowed Nez to produce three designed mercado bags, a traditional Mexican shopping bag. In addition, the students received a VIP Bulls experience to celebrate their work, including a pre-game panel discussion with Bulls and United Airlines staff and a tunnel walk-through with Bulls guard and Chicago-native Talen Horton-Tucker.



MERCADO BAGS

Bulls promotional giveaway
designed by Infinity Project students



On top of the art programming and unique Bulls gameday access, the Bulls and United Airlines took the students on educational field trips to the Museum of Science & Industry, the United Airlines corporate offices in Willis Tower, and a special tour of Chicago O'Hare Airport.

Whether at the United Center or in Chicago's neighborhoods, the Bulls look to leverage their platform to invest in the next generation of leaders and cultivate young talent.



ELEVATING LOCAL NONPROFITS

For the second consecutive year, the Chicago Bulls partnered with PepsiCo and AMPT: Advancing Nonprofits for Project Elevate, a capacity-building program that provides local nonprofit leaders in under-resourced communities with opportunities to expand their leadership skills and encourage professional development.

The project brought 30 participants together for a one-day conference that featured various workshops led by AMPT, the Chicago Bulls and PepsiCo. Attendees also had the opportunity to engage in community building and share best practices, amplifying their impact and effectiveness in their communities.

Project Elevate has sparked future work between nonprofits and the Bulls. The Bulls have developed long-term relationships with roughly 20% of the participating organizations, helping AMPT realize its mission to strengthen organizational health and development on Chicago's west and south sides.



CULTIVATING COMMUNITY

The Bulls are embedded in the ethos of Chicago. From providing fans with exciting action on the court to serving their communities off it, the Bulls play an active and meaningful role in the city. The Bulls leverage their unique resources to shine a light on what makes Chicago special and reflect the spirit of its people.





PLANTING A BRIGHTER FUTURE

As the city anticipated celebrating Derrick Rose's retirement from professional basketball, the Bulls and Rose partnered on a project deeply rooted to the community. On January 3, Rose and Chicago Bulls Charities announced "The Rose Garden" project at Growing Home, an urban farm that provides thousands of pounds of food to local farmers and food pantries in Englewood, the neighborhood where he grew up.

Growing Home is a pillar of Englewood, providing healthy, fresh food, as well as training and transferrable skill development for adults looking for a fresh start. The Rose Garden project is an extension of the Bulls' existing relationship with Growing Home. The partnership began when the Bulls honored Growing Home Executive Director Janelle St. John as a 2024 MLK Jr. Legacy Honoree. With the help of Derrick Rose, the Bulls continue to invest in Growing Home's mission and expand this deeply rooted partnership.

WHY A POLLINATOR GARDEN?

Address Food Insecurity

Currently, Englewood residents have few reliable options for affordable, healthy food and limited community green space. Multiple grocery stores in the area have shut down in recent years, leaving people with limited choices to feed their families. As Chicago's only USDA-certified urban farm, Growing Home's operations provide crucial support to Englewood. The Rose Garden will support the facility's broader food production by attracting bees, which in turn will pollinate the flowers and support the farm's broader ecosystem.



Neighborhood Beautification

The Rose Garden will also bring added beauty to Englewood residents, giving the community the flowers it deserves. To address rising costs for fresh flowers, Growing Home plans to utilize The Rose Garden to donate roses and flowers periodically to neighbors.

Chicago Bulls Charities works with many incredible organizations and current and former players who have a passion for giving back to their communities. The Bulls not only support these endeavors in the moment but remain by their side as they continue to grow. The Bulls are set to retire Rose's jersey during the 2025-2026 season and remain in close contact on further community work.

“Now that I'm older and retired, coming back and giving in unique ways like that is the goal now. This will always be home... whenever I do come here, I always drive through to see what's changed and it's always going to have a special place in my heart.”

- Bulls Alumni Derrick Rose



KICKIN' IT WITH STIX

Growing up in Baltimore, Bulls forward-center Jalen Smith didn't always feel comfortable talking about his emotions. Now, as a professional basketball player, he wants to use his platform to address the stigma around mental health and create safe spaces for young Black men to talk openly.

In pursuit of that goal and in his first season as a Bull, Smith expanded "Kickin' it with Stix" to become a season-long mentorship program for 30 Chicago teens in partnership with C.H.A.M.P.S. Male Mentoring. The group came together for four exclusive experiences and had meaningful

conversations about mental health. Throughout the program, Smith sought to create settings that allowed these young men to open up and be themselves. For instance, he closed down a barber shop to promote an open dialogue about mental health while the teens got haircuts from a premier Chicago barber. The bonding continued at the 167 Green Street basketball courts, where the group tested their skills on the court, built friendships and celebrated the completion of the program. The program also included private tours to the Bulls practice facility and corporate offices, as well as tickets to a game.

“Growing up in a military household, my dad always preached the importance of carrying yourself the right way, being a good person, helping people around you, and that's something I carry with myself now.”

- Bulls Forward-Center Jalen Smith



Like basketball, mental health and mentorship are team sports, so Smith enlisted the support of Bulls guard Jevon Carter, Assistant Coach John Bryant, and Creative Strategy and Design Advisor Don C, who shared their experiences during sessions throughout the season.



“One of the main focuses of the program was to bring in people from Chicago who have had success like Jevon [Carter] and Don C. and helping the kids understand someone from my city actually made it,” said Smith. “They can do anything they set their mind to.”



GIVING MEN THEIR FLOWERS

Bulls guard Dalen Terry has made it his mission to be a difference maker when it comes to dealing with the societal pressures and mental health issues men of color face. This past season, Terry hosted two “Vibe Check” sessions in partnership with The Healing Chi, Sin Título and For Real Therapy – groups that focus on providing positive mental health through conversations. Terry first took part in similar events last season,

joining then-teammate and mentor, DeMar DeRozan. Terry was so moved by what he witnessed that he chose to pick up the torch this season after DeRozan joined the Sacramento Kings.

The first group conversation hosted by Terry centered on the shared experiences men of color have from facing the pressures of everyday life and receiving praise. The second event was

a true group therapy session with 15 men of color, all in their early 20s. Terry invited everyone to the Advocate Center for a meal and a discussion around the pressures of responsibility – whether managing a family, getting and holding onto a job, and serving as a positive role model.

Terry’s “Vibe Checks” created forums for young men to speak openly, addressing mental health head on and creating a supportive community that they can continue relying on in the future.



CELEBRATING CULTURE

Throughout each season, in partnership with the NBA, the Bulls celebrate seven different causes and communities through theme nights. These games involve a fully integrated planning process and are built on a foundation created by year-round impactful partner and community programming.

The Bulls work strategically and meaningfully with organizations in Chicago to make a difference in communities, at games, and internally. From the national anthem to atrium activations, in-game entertainment, broadcast inclusions and more, the Bulls aim to highlight community organizations and leaders authentically.

BULLS THEME NIGHTS

Pride, Presented by BMO

The seventh annual Pride Night celebrated the Bulls and BMO's ongoing initiatives that support the LGBTQIA+ community. Earlier in the year, they partnered with Swish Queer Basketball to host a youth basketball clinic at the Advocate Center, later welcoming 70 students and their families to a Bulls game. At the game, the Windy City Gay Chorus and Treble Quire performed the national anthem and the halftime performance, which paid tribute to the late great Frankie Knuckles, "The Godfather of House Music," and highlighted the genre's impact on the LGBTQIA+ community and popular culture. Chicago's annual Pride Parade is another milestone moment, one that the Bulls and BMO have participated in together since 2016.



Dr. Martin Luther King Jr. Day, presented by Advocate Health Care

During its annual Dr. Martin Luther King Jr. Day game, the Bulls celebrated its fifth class of MLK Legacy Honorees. The four honorees (Rachel Gadson, Jameel Alausa, David Rojas Jr. and Karie E. Stewart) embody the life and legacy of Dr. King and actively work in their respective fields to better communities in Chicago. More details on each honoree can be found on pages 22-26 of this report.



BULLS THEME NIGHTS

Lunar New Year

The Bulls' Lunar New Year celebration is part of the team's ongoing initiatives that support the AAPI community. Brian Nevado (aka BE.), a multidisciplinary artist and designer, designed the night's look and feel throughout the arena. Before tip-off, the national anthem was performed on a Chinese zither, a 21-string plucked instrument with more than 2,500 years of history. Throughout the game, the Bulls observed the Year of the Snake by showcasing diverse talent, creativity and art in Chicago. Outside of the game, the Bulls joined the Lunar New Year festivities at Navy Pier and partnered with the Chicago Dragons to host a youth basketball clinic in Chinatown.



Black History Month, presented by Crown Royal

The Bulls celebrated Black History Month and the vibrant culture of the Black community in the past, present, and future. Crown Royal and the Bulls collaborated to spotlight three local designers who have pioneered (Barbara Bates), preserved (Dave Jeff), and progressed (Chelsea Billingsley) styles from specific fashion movements to create a Bulls-inspired piece. During the game, there was a special rendition of “Lift Every Voice & Sing,” which is often referred to as the Black national anthem and was featured throughout the month of February during home games. The “Star Spangled Banner” was performed by D-Composed orchestra, a group that aims to make classical music experiences inclusive and reflective of the Black experience.



BULLS THEME NIGHTS

Los Bulls, presented by United Airlines

The Bulls celebrated the Latiné community with art, culture, music and community impact at its annual Los Bulls game. Fans had the opportunity to connect and enter the United Center earlier than usual for a Los Bulls Pregame Party, presented by Corona. Attending fans enjoyed the celebration with live Latiné music performances from DJ Enigma and DJ Ragol. When doors officially opened, fans were treated to pregame and halftime performances from Ballet Folklórico, one of Mexico's most revered traditional dance companies, and a special rendition of the national anthem by Mariachi Sirenas, Chicago's first all-female mariachi. The giveaway was a traditional mercado shopping bag designed by local Latiné students at Infinity Math, Science & Technology High School.



Women's History Month, presented by BMO

The annual Women's History Month game was a celebration of the incredible achievements of women and girls and honored the Bulls ERG, WE (Women's Elevation), and the Ida Crown Jewish Academy varsity girls' basketball team, who were coming off a historic season. The game was also part of the BMO Artist Hat Series and included a hat giveaway from Liz Flores, the Chicago-based painter and muralist. In 2023, Flores worked with the Bulls to redesign and renovate the basketball court at The Miracle Center, a community center in Belmont-Cragin, a predominantly Latiné neighborhood.



BULLS THEME NIGHTS

Chicago Bulls Charities, presented by Illinois Eye and Ear Infirmary

The annual Chicago Bulls Charities (CBC) game celebrated 18 CBC grantees and their impactful work throughout Chicago. ASM's Chief of Strategy and Staff Melissa Mister joined the Bulls on CHSN's "Bulls Countdown Live" to discuss the game and the organization's long-standing partnership. Later, ASM students performed the national anthem and showed off their game day social media graphics while Operation Basketball students participated in a halftime scrimmage on the court.



CULTURE THROUGH CLOTHING

Emmanuel Cabrera is a first generation American who built his streetwear brand, Gente Fina, to honor the cultures that shaped him: Mexican tradition and Chicago pride. The Bulls and Gente Fina first partnered in 2023 to create a Bulls varsity jacket with American Express. The following season, Michelob ULTRA supported a limited-edition jacket inspired by the Latiné experience in Chicago. The design tapped into the intersection of sports and fashion



and was gifted to community leaders to celebrate their impactful work in the Chicagoland area.

This season, the Bulls, Michelob ULTRA and Gente Fina joined forces again to celebrate Los Bulls and Latiné heritage. The brand created a custom t-shirt that was given to guests at the Los Bulls Watch Party.

Gente Fina began as a passion project and has transcended into a brand that appeared at New York Fashion Week and is celebrated for the ingenuity and Mexican culture it brings to clothing. The Bulls continue to create lasting, impactful partnerships with Chicago entrepreneurs and support Latiné culture and community.



AN EVENING WITH THE **CHICAGO BULLS**

In October, the Bulls, with the support of longtime business partner, Magellan Corporation, hosted “An Evening with the Chicago Bulls” at Rockwell on the River. More than 300 people came out to celebrate the impact of Chicago Bulls Charities, including corporate partners, season ticket holders, community friends, players, coaches and front office staff.







Bulls legend Horace Grant meets Francis Alameda, an owner of the Novel Pizza Cafe, which was featured in the Bulls Business Spotlight Series.



Kareem Wells, Founder of the K.W.O.E. Foundation, gets the evening started.



Employees from Bulls partner Culligan pose for a group shot.



Bulls rookie forward Matas Buzelis spots up for a photo.



(From left to right) Bulls General Manager Marc Eversley, Jennifer Delvecchio, Bulls Assistant General Manager Pat Connelly, Ahnna Smith, Bulls EVP of Basketball Operations Artūras Karnišovas, and Gina Karnišovas show their support ahead of the season.

BELONGING AT THE **CHICAGO BULLS**

The Bulls are committed to building a culture of inclusion so that every fan, employee and Chicagoan feels that they belong. This culture of belonging doesn't happen overnight—it is built through intentional actions and legendary experiences year-round.





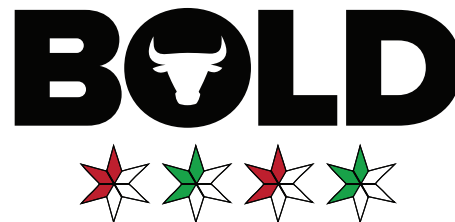
EMPLOYEE RESOURCE GROUPS

The Bulls amplify our community programs through their four Employee Resource Groups:

- **WE (Women's Elevation)**
- **BOLD (Black Opportunity Leadership Development)**
- **JUICE (Jews United for Inclusion, Celebration and Education)**
- **SOMOS (empowering and uplifting Latiné staff and allies)**

A majority of Bulls employees are involved in the ERGs in some way – either as a full-time member or group ally.

ERGs at the Bulls pave the way to a more collaborative, community-oriented and inclusive culture at the Bulls. This season, the four ERGs hosted more than 50 events and partnered with local leaders and organizations to foster a sense of belonging and opportunities for personal and professional development.



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- * AMPT Chicago
- * Ann & Robert Lurie Children's Hospital
- * Beasley Academic Center
- * Beyond the Ball
- * Boxville
- * Boys and Girls Club of Chicago
- * Bright Star Community Outreach
- * Bronzeville Classical Elementary School
- * Brown STEM Magnet School
- * Bulls College Prep
- * CARA Collective
- * Cardenas Elementary School
- * Center for Healing and Justice Through Sport
- * C.H.A.M.P.S. Male Mentoring
- * Chapin Hall
- * Chicago Dragons
- * Chicago Housing Authority
- * Chicago Park District
- * Chicago Public Schools
- * Chicago Scholars
- * Chicago Skyhawks Wheelchair Basketball Team
- * Chicago World Language Academy
- * City of Chicago
- * Coffee, Hip Hop, & Mental Health
- * Common Ground Foundation
- * Community Leadership Fellowship
- * CRED Chicago
- * DePaul University
- * Dett Elementary School
- * Dion's Chicago Dream
- * Enchanted Backpack
- * Feather Fist
- * Firehouse Community Art Center
- * First Tee
- * Galileo Elementary School
- * Girls in the Game
- * Gray Matter Experience
- * Greenwood Project
- * Growing Home
- * Haines Elementary School
- * Healthy Hood
- * Healy Elementary School
- * Humble Design
- * ILA Creative Studio
- * Infinity High School
- * Just the Beginning: A Pipeline Org
- * Kenwood High School
- * KWOE Foundation
- * Laureus USA
- * LEARN Charter School Network
- * Little Black Pearl / Carver 47
- * Make-A-Wish Foundation
- * Maroon Village
- * Mercy Home
- * Microsoft Philanthropies
- * Mielle Cares
- * Mikva Challenge
- * Morgan Park High School
- * Mural Movement
- * New Community Outreach
- * New Life Centers
- * Noah's Arc Foundation
- * Obama Foundation
- * Operation Basketball
- * Operation Hope
- * Pep Rally Takeover
- * Perspectives - Rodney B. Joslin Campus
- * Pilgrim Development Corporation/MAAFA
- * Pilsen Food Pantry
- * Project 110
- * Project FLEX
- * Roosevelt High School
- * Sawyer Elementary School
- * Simon Wiesenthal Center
- * Sin Título
- * Skinner West
- * Sneakers to Scrubs
- * Solu
- * South Loop Elementary School
- * Special Leisure Services Foundation
- * St. Matthias Catholic School
- * St. Nicholas Cathedral School
- * Suder Elementary School
- * Swish Queer Basketball
- * Talcott Elementary School
- * The Bloc Chicago
- * The Healing
- * The Miracle Center
- * The Ninth Candle
- * Urban Initiatives
- * Urban Males Network
- * Virgil Abloh Foundation
- * West Side United
- * Westside Sports
- * Yollocalli





Chicago Bulls Charities (CBC), the philanthropic arm of the Chicago Bulls, has been investing in Chicago communities since 1987. CBC is committed to leveraging the power of the Bulls' platform to uplift and support organizations that are addressing critical issues in our city. With a focus on community violence prevention, education, health and wellness, and increasing access to opportunities for underserved youth, CBC partners with organizations driving meaningful change across Chicago. Powered by the generosity of fans, corporate partners, and the broader community, CBC supports impactful programming in dozens of neighborhoods—touching the lives of thousands of children and families each year.

For more information, scan or visit Bulls.com/community

ABOUT







Chicago Bulls Charities is committed to using the Bulls platform to elevate organizations, big and small, that are addressing critical issues in our city.

For more information, please visit [Bulls.com/community](https://www.bulls.com/community)

