



# CAVALIERS IN THE COMMUNITY

**MORE THAN 20 YEARS IN DOWNTOWN CLEVELAND  
AND OVER \$40 MILLION IN GIVING**

The Cleveland Cavaliers and its family of teams, the AHL's Cleveland Monsters and AFL's Cleveland Gladiators, are **committed to making a positive impact on the lives of children and families in Northeast Ohio**. Throughout the year, each team supports a full roster of community outreach initiatives that **address important social issues with an emphasis on education, youth and family services, health and wellness, volunteerism and entrepreneurship**. The Cavs organization aims to set the standard for being champions in the community.

## **MAKING A FINANCIAL IMPACT**

Since opening in 1994, the presence of Quicken Loans Arena and the Cavaliers has benefited many community groups and non-profit organizations throughout the greater Cleveland area. Since its inception, the Cavalier organization's charitable arm, the **Cavaliers Youth Fund**, has made grants totaling over **\$23 million** to deserving non-profits and charitable groups. In addition, the **Cavaliers have provided more than \$19 million in community gifts and contributions** for a number of non-profit organizations, including Flashes of Hope, the United Way of Greater Cleveland and Habitat for Humanity.

With **over \$42 million total in community, civic and charitable giving**, combined with the personal contributions by Quicken Loans Arena and Cavaliers players, coaches and staff, a very wide range of local non-profit organizations and charities have been positively impacted.

**Most recently, the team distributed more than \$750,000 to several local charitable organizations as a result of the 2016 NBA Championship playoff run**. This was largely accomplished by donating 100 percent of the admissions charge to road game watch parties held at Quicken Loans Arena. Additional funds were also raised through 50/50 raffles and auctions.

## **OUT IN THE COMMUNITY**

Each year the Cavaliers are able to **reach more than 100,000 children** in Cleveland and across several counties in Northeast Ohio through the team's many programs. Several of those focus on the importance of education at all levels, kindergarten through high school: the Cavs coordinate reading initiatives in schools through **"Read to Achieve,"** recognize hardworking teachers and students with **"Head of the Class," "All-Star Kids"** and **"Straight 'A' All-Stars;"** and partner with FirstMerit to award **college scholarships**.

With health and wellness being a pillar of the Cavs' community efforts, players, coaches and other staff can often be found leading kids through basketball clinics, talking about living a healthy lifestyle, and even practicing yoga with Cleveland-area kids, thanks to the team's "**Fit as a Pro**" initiative.

The team also **hosts awareness nights** at games throughout the season to help support important causes, including breast cancer, colon cancer and autism. In addition, the Cavs organization also holds two major events each year to benefit The Children's Tumor Foundation.

Understanding the positive influence they can have on our youth and others in the Greater Cleveland community, **Cavaliers players and coaches make an average of 200 community appearances each year**, including hospital visits, serving meals to the less fortunate, distributing toys during the holidays and much more. **Monsters and Gladiators players and entertainment team community appearances average approximately 200 per year.**

### **MAKING A LASTING IMPACT**

In an effort to provide children in the Northeast Ohio region with **better access to books and technology**, the Cavaliers' create **Reading & Learning Centers and Learn & Play Centers** in community-based organizations and schools. This allows a qualified non-profit organization to improve the condition of its current facility as well as to improve the quality of its literacy and educational programming.

Since 2004, the Cavaliers have **created 17 Reading & Learning Centers and Learn & Play Centers** at community-based organizations: St. Martin de Porres Family Center, Project: LEARN of Summit County, East End Neighborhood House, E. Prep Academy, Ed Coleman Rec Center, Boys & Girls Club (West Side Club), Douglas McArthur Leadership Academy, Kenneth Clement Boys Leadership Academy, AJ Rickoff School, Nordson Boys & Girls Club, West Side Ecumenical Ministries, St. Thomas Aquinas, John Marshall High School, Boys & Girls Club at FDR, Boys & Girls Club (Broadway location), Stepstone Academy and Boys & Girls Club at John Adams.

The Cavs also aim to lift spirits and **provide everyday necessities** to those in our community. Since 2008, the Cavaliers have completed **six "Legacy Projects"** that are designed to **provide children and families in Northeast Ohio with safe places to live, learn and play**. The team has: funded and constructed a home for Habitat for Humanity; provided an outdoor basketball court at East End Neighborhood House; built an outdoor sports court at Cleveland Clinic Children's Hospital for Rehabilitation; refurbished the family lounge at Cleveland Clinic Children's Hospital for Rehabilitation; redone the family room and resource center at Ronald McDonald house of Greater Cleveland; and renovated the activity center at Cleveland Clinic Children's.

## **WELCOMING THE COMMUNITY INTO OUR HOME**

The Cavaliers and Quicken Loans Arena organization, including the Monsters and Gladiators, provide the opportunity for thousands of children and families each year to attend home games and arena shows. **The Cavs and Monsters each donate approximately 10,000 tickets per season, while the Gladiators contribute approximately 500 tickets per game, to organizations that include local charities, non-profits and schools.** This also includes a player ticket program where the Cavs, Monsters and Gladiators players personally purchase tickets and food vouchers to donate to non-profit groups. **The Q also donates an average of 2,000 tickets each year to a variety of family shows,** that includes Ringling Brothers and Barnum & Bailey's circus, Disney on Ice, Monster Jam and more.

This brings the total of community ticket donations to over **27,000 tickets per year at The Q.** Not to mention the several **free and open to the public events for each team,** like the annual Cavs Wine & Gold Scrimmage at The Q to start each preseason, featuring packed arena attendance; and the Cavs road and home playoff game watch parties at The Q and around the city that drive 10s of thousands of fans downtown for events produced and provided by the team.

### **CAVALIERS CHARITABLE/NON-PROFIT AND COMMUNITY ACTIVITIES INCLUDE:**

- *6<sup>th</sup> Man employee volunteer program*
- *All-Star Kids & Head of the Class student and teacher recognition programs*
- *Awareness Nights (in-game)*
- *Black Heritage Celebration*
- *Cavaliers Holiday Toy Drive*
- *Cavaliers Youth Fund, a fund of the Cleveland Foundation*
- *Green Week*
- *Fit As A Pro youth health initiative*
- *Harvest for Hunger Food & Funds Drive*
- *Holiday Hospital Visit*
- *Legacy Projects (court refurbishments, family rooms at the Cleveland Clinic Children's Rehab Hospital and Ronald McDonald House of Greater Cleveland)*
- *Merchandise donations for schools and non-profit fundraisers*
- *NBA Math Hoops*
- *Cavs Academy summer camps and clinics*
- *Player ticket program (players purchase and donate tickets and food vouchers to non-profit organizations)*
- *Read to Achieve youth education initiative*
- *Reading & Learning Centers*
- *Season of Giving*
- *Straight "A" All-Stars youth education initiative*
- *Cavs and Monsters Toy Drive*