



**MEMPHIS
GRIZZLIES**

**2024-25
COMMUNITY ENGAGEMENT
SEASON IN REVIEW**



Community Engagement

The Memphis Grizzlies are committed to making a difference in the lives of underserved families across the Mid-South region. Our broad areas of support include education, health and fitness and service.

148
TOTAL EVENTS

160,546
PEOPLE IMPACTED

29
ZIP CODES IMPACTED

30314, 30318, 37208, 38016, 38068, 38101, 38103, 38104, 38105, 38106,
38107, 38109, 38111, 38112, 38114, 38115, 38116, 38118, 38122, 38125,
38126, 38127, 38128, 38133, 38135, 38138, 38152, 72301, 72370



Education

The Memphis Grizzlies are dedicated to helping prepare Memphis students for success in college and career and avidly promoting education and college preparedness through targeted academic enrichment initiatives.



GRIZZ GOES BACK TO SCHOOL



The Grizzlies' back-to-school campaign reinforces the importance of education while energizing students and teachers for the upcoming school year. Throughout August and September, the team partnered with numerous school districts to host engaging events that provided school supplies, books, and meals, ensuring students and educators felt supported and celebrated. By donating resources and creating memorable experiences, the Grizzlies show their continued commitment to making learning fun, turning school into a space where students feel excited and inspired to return.

This year the Grizzlies tipped off Grizz Goes Back to School with:

- Memphis Shelby County Schools Legacy Night
- MSCS Legacy Supply Drive
- Teach for America Grind & Grub Dinner
- Shelby County Community Expo
- Teacher Lounge Takeover

Jaren Jackson Jr. visited Georgian Hills Middle School to personally deliver school supplies to the entire student body. Jaren spent time with sixth, seventh and eighth grade classrooms, distributed supplies, engaged in a Q&A session and posed for photos with the students and staff.



Education



READ TO ACHIEVE

The Read to Achieve program, presented by Big River Steel and in association with KPMG, is a six-week, incentive-based program that motivates students to read engaging literature and develop a lifelong love for reading. It promotes the importance of reading and increases the number of minutes students will read between the third and fifth grades across the Mid-South. Each year the program focuses on different themes to keep students engaged and inspired. This year's program theme was "Readers Are Leaders," encouraging students to reflect on their futures, career readiness and the importance of building a just world.

4,350-8,700
STUDENTS DIRECTLY IMPACTED



Read to Achieve began in February in Osceola County for a tip-off pep rally.



5,437
READING SUBMISSIONS
BY STUDENTS

108,000+
READING MINUTES LOGGED

3,000
BOOKS DONATED

29
PARTICIPATING SCHOOLS



Read to Achieve winners celebrated with food and fun.

Education



rePRESENT
EVERY DAY

DELTA DENTAL

REPRESENT EVERY DAY

rePRESENT Every Day, presented by Delta Dental of Tennessee, is an incentive-based absenteeism reduction program designed to help keep youth in school and engaged in the classroom. This program was created to address the issues of chronic absenteeism in the Memphis Shelby County Schools (MSCS). The program's goal is to increase attendance at each of the partnering schools by 5% to 10% by rewarding students throughout the school year. To encourage a spirit of healthy competition, each grade level within each school competed for special rePRESENT Everyday rewards.

1,811
STUDENTS IMPACTED

4
SCHOOLS IMPACTED IN FOUR ZIP CODES
38104, 38115, 38116, 38127



Hickory Ridge Elementary earned a fun-filled day of inflatables, face painting, and a pep rally for having the best attendance!



Students kicked off the new school year with dental screenings provided by Delta Dental of Tennessee.



All four schools improved their attendance percentage from the 2023-24 school year, marking an **OVERALL INCREASE OF 5.5% IN ATTENDANCE.**



Parachute runs gave students a hands-on lesson in wind resistance and speed.

Education



SCIENCE OF BASKETBALL

The Memphis Grizzlies partnered with Science of Sport to deliver the Science of Basketball program, which integrated STEM principles into classroom learning through a basketball-themed curriculum. Throughout the school year, students engaged with STEM concepts, culminating in a field trip where they applied their knowledge through hands-on basketball drills and activities.

21
TEACHERS TRAINED
*from 21 middle schools
across the Mid-South*

4,000+
STUDENTS IMPACTED

An estimated
190 students
impacted per
teacher



HBCU NIGHT

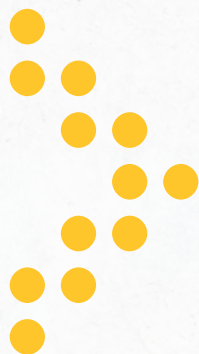
Each year the Memphis Grizzlies honor the legacy of Historically Black Colleges and Universities. HBCU Night presented by Pinnacle Financial Partners featured a special brunch and panel discussion. The night marked the launch of the HBCU Empowerment Awards, which recognized four individuals during Black History Month and included \$20,000 in donations to HBCUs.



Education

TEACHER APPRECIATION

The Memphis Grizzlies are committed to celebrating teachers who work to grow and shape the next generation of leaders and innovators in the Mid-South community. In collaboration with Memphis-Shelby County Schools, the largest school district in Tennessee, and the Tennessee Lottery, the Grizzlies recognized six teachers from various schools, grades and subject areas throughout the year on social media, and hosted the honorees at a Grizzlies home game.



Education



STEM FORWARD

The Memphis Grizzlies awarded K-12 teachers at Memphis Shelby County Schools with the funds to implement STEM projects in their classrooms during the school year to increase student access to the fields of science, technology, engineering and math, illustrating the real-world applications of such fields. The Grizzlies are excited to empower Memphis teachers through STEM grants that bring innovative projects to classrooms and inspire future changemakers.



6

SCHOOLS ACROSS FIVE DIFFERENT ZIP CODES
RECEIVED STEM GRANT FUNDING

Bethel Grove Elementary School, Bethel Groves City
Chimneyrock Elementary School, Shining Scholars
Craigmont High School, The SMART COOP

Germantown Elementary School, Cell-ebration: Building Blocks of Life
G.W. Carver College and Career Academy, Urban Hydroponics Lab in South Memphis
Mt. Pisgah Middle School, Cordova Clear Water Project

Education

JUNIOR ACHIEVEMENT

The Memphis Grizzlies contributed \$15,000 to Junior Achievement of Memphis and the Mid-South to support JA Inspire 2025, a dynamic three-day career exploration event. This initiative connected 2,800 eight-grade students from 31 schools across Tennessee, Arkansas, and Mississippi with 50 business leaders and industry experts to empower their future.



MEMPHIS GRIZZLIES
**SCHOLARS
PROGRAM**
Driving to Succeed.



The Memphis Grizzlies Scholars Program (MGSP), in partnership with Ford and your Mid-South Ford Dealers, is a selective high school prep program for rising eighth grade students in Memphis. Students participate in an immersive learning experience structured to accelerate student growth, leadership skills and cultural identity, ultimately preparing students to apply to the competitive high school of their choice. The program consists of four components: academic enrichment, academic counseling, leadership development and mentorship.

100+

HOURS OF CODING

50+

HOURS OF COMMUNITY SERVICE

380+

MENTORING HOURS

270+

CURRICULUM HOURS

3.5

AVERAGE GPA OF COHORT 9

SIX ZIP CODES SERVED

38103, 38104, 38114,
38122, 38127, 38129

FIVE COMMUNITY PARTNERS



MEMPHIS GRIZZLIES
FOUNDATION



<CodeCrew/>



Health & Fitness

Committed to creating a healthier Mid-South, the Memphis Grizzlies aim to increase access to health and fitness options, promote wellness education, and encourage active lifestyles to empower individuals and families to make informed, lasting health decisions.



GIRLS SUMMIT

The seventh annual Girls Summit, presented by Nike, welcomed 250 middle school girls for a day of exploring various sports including basketball, dance, golf and rugby. The girls also had the opportunity to receive professional sports bra fittings and take part in a panel discussion themed, “Building Strength On and Off the Court,” featuring female leaders Isabelle Harrison, Naya Tapper, Toni Boland and Shante Avant. All participants received a t-shirt, swag bag, water bottles and lunch.

In collaboration with the Girls Summit, the Women’s Foundation for a Greater Memphis assisted in the selection of participating schools and provided bus transportation.

29,520
MINUTES OF MOVEMENT
FROM GIRLS SUMMIT
PARTICIPANTS

5
PARTICIPATING SCHOOLS
Booker T. Washington MS, Highland Oaks
MS, Hamilton MS, Riverview MS,
Oakhaven MS



Health & Fitness



GRIZZFUEL

GrizzFuel, presented by BlueCross BlueShield of Tennessee, is a nutritional education program aligned with a set of existing Memphis Shelby County Schools initiatives including the harvest of the month program, cooking demonstrations and an annual cooking competition. The program is designed to educate youth on how to make proper decisions about nutrition and develop healthy habits.

→ Cooking demos and Cooking Competition are separate events.



170

STUDENTS DIRECTLY IMPACTED

110,500

MSCS STUDENTS

will experience the GrizzFuel Cooking Competition winner's meal during 2025-26 school year

1,800

MINUTES OF STUDENT
COOKING TIME

670

GRIZZFUEL COOKING KITS
DISTRIBUTED TO STUDENTS

PARTICIPATING SCHOOL ZIP CODES

38106, 38118, 38116, 38111,
38125, 38122, 38127





MIND HEALTH HUDDLE

To promote mental health awareness, this program engages youth in a variety of therapeutic activities that support their wellness journey. Students rotate through experiences such as journaling, yoga, art and music therapy, helping them build healthy coping strategies in safe and empowering environments.

62

STUDENTS IMPACTED



Health & Fitness

Dream BIG

Health & Fitness



Students enjoyed Grizz Fit through fun, interactive workouts.

GRIZZFIT

GrizzFit, presented by Nike, is a “no-experience-necessary” fitness program, designed to introduce students to different forms of physical exercise while educating and challenging them to make healthier choices in their everyday lives. GrizzFit features workouts that may include a body weight workout, yoga/meditation, dance or any other exercise to promote access to exercise without barriers. GrizzFit sessions are hosted in Shelby County throughout the academic year to combat lack of access to affordable physical activity opportunities.

478
STUDENTS DIRECTLY
IMPACTED

28,680
MINUTES MOVED

GRIZZFIT COMBINE

The GrizzFit Combine, presented by Nike and in association with Cigna, is an event held in March to highlight girls being active and participating in sports. During the GrizzFit Combine, top performing female students from participating Memphis Shelby County Schools that completed the GrizzFit Curriculum will go through a series of athletic drills and activities, similar to the NBA Combine, and compete against each other for the championship trophy.

24
SCHOOLS ATTENDED
THE GRIZZFIT COMBINE

12,320
MINUTES OF
PHYSICAL ACTIVITY

400
STUDENTS
PARTICIPATED IN THE
GRIZZFIT COMBINE

36
SCHOOLS PARTICIPATED
IN FOUR-WEEK GRIZZFIT
CURRICULUM



Health & Fitness



4

HOOP SYSTEMS
DONATED

229

STUDENTS
IMPACTED

RAISE THE RIM

Raise The Rim provides local schools with Grizzlies-branded basketball hoop systems, fostering a passion for basketball, promoting healthy exercise and ensuring fun for all. The Memphis community was encouraged to nominate local organizations, public courts or schools lacking quality outdoor basketball hoop systems. Through this initiative, outdated systems are replaced with new ones, complete with backboards, poles, rims, nets and pole padding.



GAMECHANGER AWARD



The GameChangeHER Award, presented by NIKE, celebrates exemplary women who make significant contributions to the Greater Memphis community through entrepreneurship, leadership, and public service. During Women’s History Month, the local Memphis community were encouraged to nominate remarkable women and girls who are making a significant impact in their respective fields.

181

SUBMISSIONS

4

AWARDS PRESENTED

CAROL COLETTA

Former President and CEO,
Memphis River Parks Partnership

LISA TAYLOR

Director,
Special Olympics Memphis

ARRIELL GIPSON MARTIN

District Manager,
Shelby County Government

PORSHA PARKS

Professional Recruiter,
St. Jude Children’s Hospital



Service

By leveraging our brand, resources and partnerships, our goal is to strengthen and foster more vibrant communities and engaged individuals. Each year Grizzlies players, coaches and front office staff give back to the community through a variety of service driven projects.



GRIZZLIES CONNECT

Grizzlies Connect is the organization's overarching umbrella for all employee volunteer activation. Grizzlies Connect is a way to provide fun, engaging and high-impact, service-driven projects that impact the Mid-South community.



26

GRIZZ CONNECT EVENTS

4,435.60

HOURS OF SWEAT EQUITY GIVEN
BACK TO THE COMMUNITY
including 190 hours by players and coaches

2,359

MENTORING VOLUNTEER HOURS BY
GRIZZLIES EMPLOYEES

57

ORGANIZATION
COLLABORATIONS



#GRIZZVOTES

GRIZZ VOTES

In partnership with the Shelby County (TN) Alumnae Chapter of Delta Sigma Theta Sorority, Inc. and the Shelby County Election Commission, the Memphis Grizzlies welcomed **400 local students** to the 2024 Get REV'd Up Voter Education Rally at FedExForum.

The rally educated students on the importance of civic engagement, offering a firsthand look at the voting process and opportunities to register to vote. Students left inspired to take an active role in shaping their communities. Grizzlies players Cam Spencer, Jaylen Wells and Jaren Jackson Jr. attended, alongside several organizations and Tennessee Senator Raumesh Akbari, who spoke about the power of their vote.



Service

BREAST CANCER AWARENESS

In honor of Breast Cancer Awareness Month, the Memphis Grizzlies recognized and celebrated breast cancer survivors from Baptist Women's Health Center during a Grizzlies preseason game on Oct. 18. During the team's pregame shootaround, GG Jackson II and his mother hosted a meet-and-greet with the survivors, gifting them with custom care packages. The survivors watched the game from a suite and participated in multiple in-game activations. Ten strong breast cancer survivors were recognized and celebrated. Each survivor received a Nike pink backpack, Buff City Soap gift boxes and \$250 gift cards from Sissy's Log Cabin.



Service

GRIZZ SHOP LOCAL

Grizz Shop Local (GSL) was born from a genuine organizational commitment to uplifting small businesses, especially those that are minority and women owned, through intentional purchasing practices and ongoing support. Now in its fifth year, GSL continues to celebrate the heartbeat of local commerce on Small Business Saturday, featuring over 40 vendors offering unique goods and services to kick off the holiday season.

GRIZZ
SHOP
LOCAL



SEASON OF GIVING

To tip off the 2024 Season of Giving, the Grizzlies partnered with GoodR to host a Thanksgiving Meal Market, providing **200 families** from five non-profits with holiday meal kits and additional groceries to carry them beyond the week.

GrizzFam and Salvation Army Purdue Center of Hope brought holiday cheer to **79 women and children** with meals, swag bags and festive crafts.

Twenty Grizzlies Prep students enjoyed a holiday movie outing with gifts, treats and a surprise visit from Grizzlies player, Jaylen Wells.

The Grizzlies joined a decades-long tradition to help deliver food baskets to **6,000 families** alongside the City of Memphis, Shelby County and Team Max Foundation.





Service

MLK DAY OF SERVICE *PRESENTED BY FEDEX*

In honor of Dr. Martin Luther King Jr.'s legacy, the Memphis Grizzlies and FedEx partnered for a meaningful Day of Service, bringing together FedEx employees, Grizzlies staff and players to serve the Memphis community. As part of the initiative, **100 youth** from local community centers participated in a basketball clinic led by **Scotty Pippen Jr., Santi Aldama, John Konchar, Brandon Clarke, Jaren Jackson Jr. and Jaylen Wells**. Meanwhile, volunteers assembled **1,500 school supply kits** and **1,500 snack bags**, providing essential resources to support student success.



MAKE-A-WISH

Teaming up with Make-A-Wish Mid-South, the Grizzlies made **two wishes** come true this season. On Nov. 17, five-year-old Grizzlies superfan **Camran** was given an unforgettable VIP gameday experience. He met with coaches and players, and his biggest dream came true with a personal visit from his favorite player, Ja Morant.

On March 31, 10-year-old **Dhanush** lived out his basketball fantasy. From courtside access before the game to meeting players and coaches, Dhanush capped off his wish by running out with the team in front of thousands of cheering fans.



Make-A-Wish

Service

GRIZZ DEN

The Memphis Grizzlies unveiled the Grizz Den Rec Room at STREETS Ministries, transforming it into a safe and vibrant space for Memphis youth. As part of their Legacy Project initiative, the Grizzlies renovated the room with fresh paint, new carpet, upgraded lighting, bold graphics, cozy furniture, gaming stations, arcade games and a fully updated music room. This project reflects the team's commitment to uplifting communities by revitalizing spaces that foster connection, creativity and long-term impact.



GRIZZDEN

PLAYER/COACH INITIATIVES

Jaren Jackson Jr. hosted families at the Memphis Zoo to celebrate the holiday season. Families from Girls, Inc., received dinner and access to the Zoo's holiday exhibit Zoo Lights. To wrap up the night, each family received a gift, courtesy of Jaren. In addition, he hosted his Much Required grantees at Grizzlies home games.

Brandon Clarke adopted four families for the holidays. The families enjoyed a Grizzlies game from a suite where they were surprised with food and gifts.

John Konchar and **Santi Aldama** teamed up to adopt six families for Christmas. The families enjoyed a Grizzlies game from a suite, food, music and a special appearance from **Tony Allen**. John and Santi met the families after their on-court pregame warmups to wish them Happy Holidays.

Scotty Pippen Jr. welcomed Vanderbilt alumni to a special meet-and-greet, where he greeted guests and posed for photos after finishing his pregame warmup. The event offered alumni a chance to reconnect and share the moment with one of their own on game day.

Grizzlies players **Vince Williams** and **GG Jackson II** partnered with the Memphis Family Connection Center to provide Christmas gifts to children at risk and in foster care as a part of their Red Tub Day initiative. Items collected from the wish list were sorted into 50 to 100 tubs and delivered to the Memphis Family Connection Center.



GRIZZ TICKET ASSIST

The Grizz Ticket Assist program in association with Ticketmaster, distributes tickets to nearly 200 organizations across the Mid-South, providing opportunities for youth and non-profit charities to attend games in one of the best home court environments in the league at FedExForum. Attendees also received food vouchers to select games thanks to Ticketmaster.

21,000

TICKETS WERE DONATED
by players and owners to local organizations
through the Grizz Ticket Assist program.

70

ORGANIZATIONS WERE PROVIDED
WITH IN-KIND DONATIONS
for their fundraising efforts

Thank You, Corporate Partners



COMMUNITY PARTNERS

Alpha Omega Veterans Services
American Heart Association
Boys & Girls Club of Greater Memphis
Bridges
CodeCrew
Girls Inc. of Memphis
Grizzlies Preparatory Charter School
HBCU Awareness Foundation
Hospitality Hub

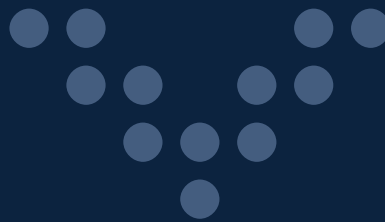
Habitat for Humanity
Junior Achievement
Meals of Hope
Memphis Grizzlies Foundation
Memphis Public Libraries
Memphis Shelby County Schools
Mid-South Food Bank
My Town Miracles
National Civil Rights Museum
NBA Cares

NBA Foundation
Oasis of Hope
Porter Leath
Science of Sport
Shelby County Election Commission
St. Jude Children Research Hospital
Women's Foundation for a Greater Memphis
WYXR Radio Partnership
YMCA of Memphis & the Mid-South





Four Memphis-based nonprofits were recognized at a Grizzlies game for being named Round 14 grantees by the NBA Foundation. Contemporary Arts Memphis (CAM), Peer Power, Tech901 and the national nonprofit organization City Year received a combined \$1.15 million in funding.



MEMPHIS GRIZZLIES

2024-25 COMMUNITY ENGAGEMENT SEASON IN REVIEW

STAY CONNECTED

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