

# *Blazers in the Community*

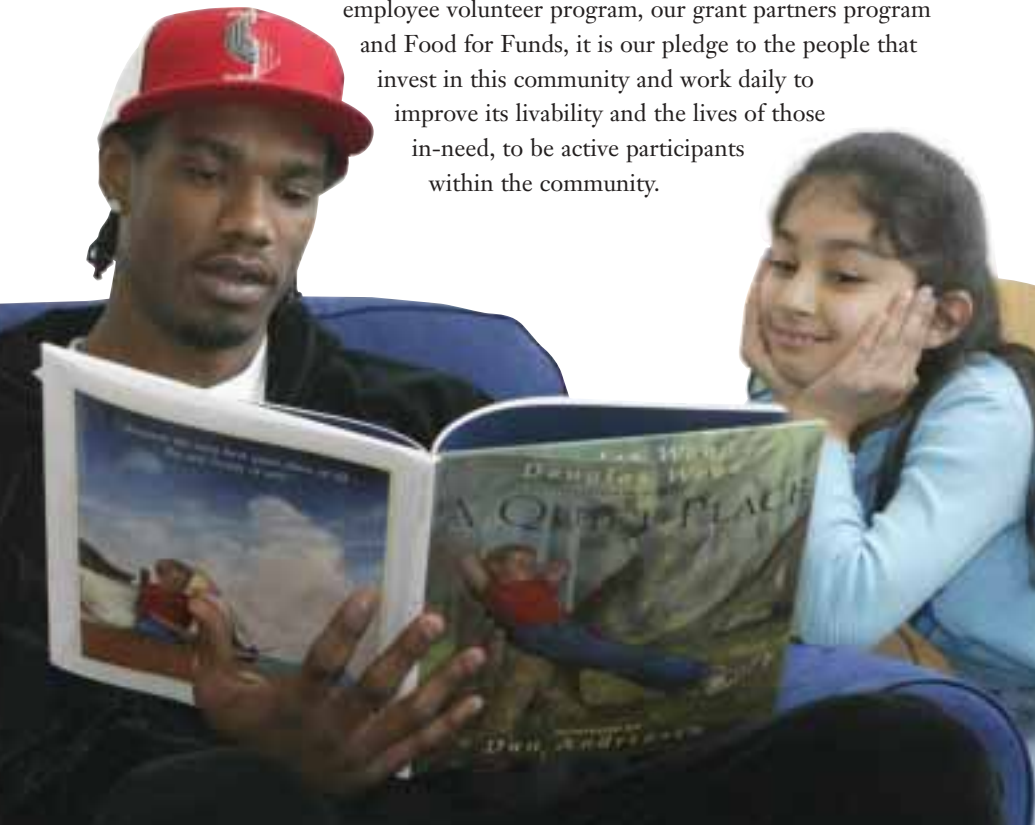


**BLAZERS**  
COMMUNITY RELATIONS

# Commitment

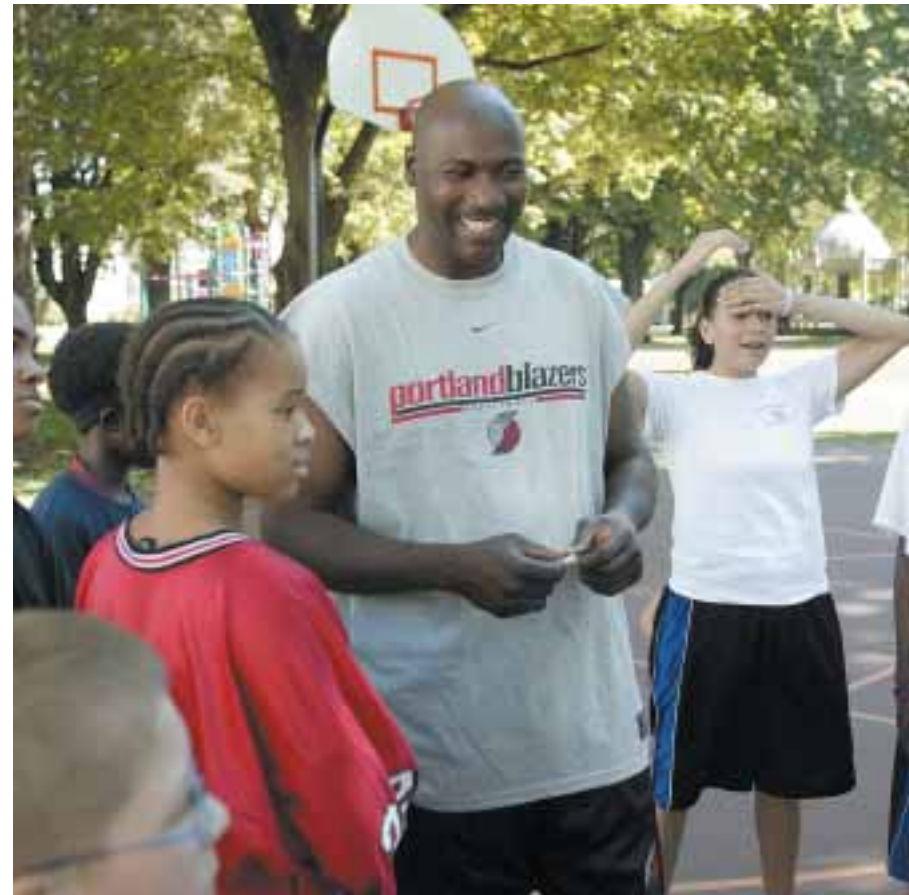
The Portland Trail Blazers, not unlike the city and state we represent, is at an exciting crossroads. Challenging times have clouded what is good in our organization and in our communities. There is no better time than now for us all to work together to take head-on those issues that threaten us, to address adversities with candor, and create an environment that promotes integrity and community.

The Trail Blazers, as an organization, have a long history of supporting communities and organizations through their philanthropic efforts. In past years those efforts have been compromised by negative influences that overshadow the good works. Through programs like our Blazers Community Builders employee volunteer program, our grant partners program and Food for Funds, it is our pledge to the people that invest in this community and work daily to improve its livability and the lives of those in-need, to be active participants within the community.



# Dedication

From the beginning back in 1970, the Portland Trail Blazers have celebrated having one of professional sports' most loyal fans in one of the nations' most vibrant communities. It is our pledge to prove that our gestures are genuine and show this community that through reconnecting with our heritage, bringing back community treasures like Bill Schonley and Jerome Kersey, and lending our support to our players and alumni community efforts, we reciprocate that dedication and loyalty.



## Allegiance

Professional athletes are privileged. Today's environment has enabled many of them to take their eye off the ball – of their global duties of someone fortunate enough to take the stage that they are provided. The Trail Blazers pledge to the fans and this community, from this moment on, an athlete that dons the Red, black and white jersey will be presented the responsibilities that go beyond winning games. They will understand the daily challenges of this city and state and the opportunities they have to make a difference.



## Service

“Everyone can be great because everyone can serve.” Martin Luther King, Jr. From participating in conversations with community leaders to promote change, to reading to a child, the Portland Trail Blazers pledge to be an active contributor to this community. We will continue to focus our efforts on providing resources to children and their families to create a healthy environment for them to learn and grow. As a corporate citizen, the Blazers will dedicate our efforts to lending an assist to those individuals and organizations working tirelessly to improve Oregon's social performance and mentoring the leaders of tomorrow. We will continue to provide our employees with opportunities and resources on how they, as individuals, can serve their communities as a way of life. We will partner with Portland Public Schools to do our part in making sure children and teachers have additional resources and incentives to raise the bar. We will work with Camp Fire USA Portland Council and Hands on Portland to mentor teenagers across the state on the power of their voice, the value of service and the gratification of giving back.



## NBA Read to Achieve



The Blazers strive to inspire children to ACHIEVE goals and dreams through the NBA's Read to Achieve program. We believe if you put books in the hands of children and their families, and provide students the resources necessary for them to achieve com-

prehensive reading skills at a young age, our hope is that every child has a chance to succeed. Through hosting reading events for Head Start students at the Rose Garden, distributing thousands of books to schools throughout Oregon, creating special reading rooms with non-profit partners like Boys & Girls Clubs, Police Activities League and the YMCA, and allowing employees time-off to be reading mentors through the SMART (Start Making a Reader Today), the Blazers management, staff and team are dedicated to doing whatever it takes to help children Read to Achieve.

## BlazersCommunity Builders

The Blazers Community Builders program, entering its sixth season, is dedicated to providing our employees with opportunities to serve organizations and individuals in need through out community. The Blazers and Oregon Arena Corporation employee volunteer program has dedicated thousands of hours to local non-profits and provides employees time-off to serve. Since its inception, BCB have served over 200 organizations resulting in assisting thousands of children and families. The Blazers Community Builders efforts are also focused on promoting the need for and value of volunteerism. Through the annual BCB Heart of the Community Awards, individuals and organizations are honored for their efforts in raising the bar for commitment to volunteer service.



## Blazers Community Builders Youth Corps

Blazers Community Builders Youth Corps (BCBYC) is modeled after the Blazers employee volunteer program. The Youth Corps was developed to mentor youth in the areas of community service, philanthropy and leadership. The BCBYC Youth Council project is a partnership between the Blazers, Camp Fire USA Portland Council, and Hands on Portland Youth Corps Ambassadors representing communities across Oregon and southwest Washington come together several times a year to discuss social issues facing youth today, learn and implement ways they can collectively work to improve their lives and the lives of their peers across the region, and provide valuable grants and service opportunities to their individual communities.



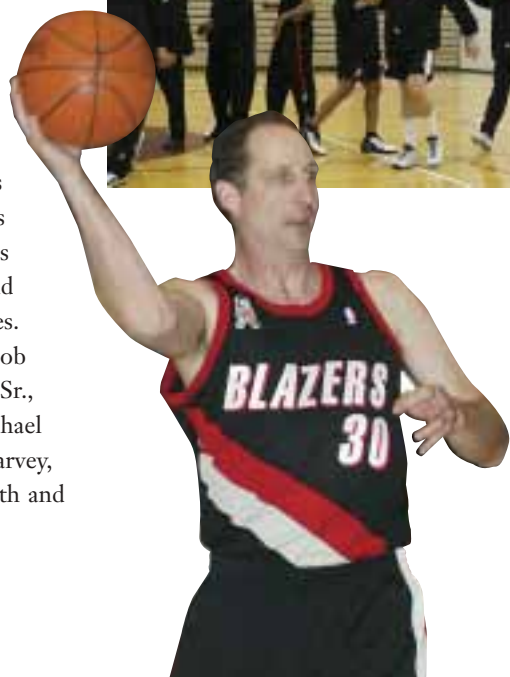
## Wheel Blazers

In a partnership between Oregon Disability Sports and the Blazers, the team celebrated its inaugural season traveling around the state and nation playing in tournaments and games through the National Wheelchair Basketball Association. The Wheel Blazers were also active in the community, touching more than 15,000 lives throughout the state and Southwest Washington through clinics, exhibition games and speaking at schools.



## Blazers Alumni Team

For nearly a quarter century, the Blazers Alumni Team has played basketball games throughout Oregon and Southwest Washington to raise funds for charity. In the twenty-four seasons the team has played, the team has grossed more than \$2.5 million and assisted more than six hundred charities. The Blazers Alumni Team includes: Bob Gross, Larry Steele, LeRoy Ellis, Sr., Shaler Halimon, Darrall Imhoff, Michael Harper, Dale Schlueter, Antonio Harvey, Nick Jones, Mark Radford, Greg Smith and Darnell Valentine.



## BlazerDancers

The BlazerDancers are always right alongside the Blazers at any community event whether it's serving dinner for the homeless or delivering books to schools and trees at Christmastime. This past season, along with all the other community work these ladies perform, they touched the lives of members of the United States military forces and their families by visiting Ft. Hood, Texas,



## Food for Funds

Each year hundreds of non-profits are given the opportunity to raise thousands of dollars for their organizations through the Food For Funds program. A program created by the Blazers food service company, Cutting Edge Concepts, Food for Funds donates concession stands inside the Rose Garden to organizations to staff during events. Cutting Edge Concepts then pays the non-profit for the hours of labor contributed by the non-profit volunteers. Since its inception, Food For Funds has helped benefiting organizations raise over \$4 million.



## Boys & Girls Clubs of Portland

Boys & Girls Clubs of Portland serves four clubs throughout the Portland metropolitan area and more than 10,000 kids. The Club that bears the Blazers name, the first in the country to be sponsored by an NBA team, is located just minutes from the Rose Garden and hosts many of the team's community outreach projects. The Blazers Club is a safe, positive place

for inner-city kids who appreciate having a place to go and feel included as a part of a family.

## Oregon Food Bank

During the 2002-2003 season, the state of Oregon led the country in individuals and families going hungry. In response to this crisis, Blazers players, taking the lead by Coach Maurice Cheeks, purchased enough hams to put into holiday food baskets to serve 1,600 families across the state.

## Sponsor Programs

The Blazers take great pride in our business partners and have the honor of collaborating on valuable community projects each season. Over the past year, Blazers corporate partners were responsible for 30 community outreach programs touching thousands across the state and raising close to \$100,000 for non-profit organizations.

## Black History Month

During February 2003, eight local African-Americans were honored, one at each home game during the month. The honorees were selected based on their outstanding achievements and contributions to their community. Each honoree received a \$500 stipend grant and the Dale Davis ticket section for that game, both directed to the charity of their choice.



