Chicago Bulls Community Relations
Bulls/Sox Training Academy
Our commitment to Chicago is to be actively involved in programs that improve the quality of life in the metropolitan area. We are proud of the leadership role that we’ve taken to help make Chicago a better place to learn, work and live. Through financial support, in-kind services, numerous community programs, and the personal involvement of our players, coaches and the entire organization, we’re reaching out to Chicagoans. Every day.

James Jordan Boys and Girls Club and Family Life Center

CharitaBulls donated $4.5 million in 1994 to build this 40,000 sq. ft., two-story, youth and family development center named in memory of James Jordan, Michael Jordan’s father. Opened in 1996, the Club features a computer center, art studio, science lab, healthcare clinic, gym, day care center, dance and game room, classrooms, and more. The Club, located just two blocks from the United Center on Chicago’s Near West Side, is a unit of the highly successful Boys & Girls Clubs of Chicago. It serves 1,500 neighborhood children and their families annually.

CharitaBulls

HELPING OTHERS WIN AT LIFE.

The game of life, after all, is the most important one of all. To that end, we’ve been reaching out to thousands of deserving Chicagoans through our nonprofit organization, CharitaBulls. Since its inception in 1987, CharitaBulls has contributed tens of millions of dollars to the community. Created as a vehicle for the Bulls to say “thanks” and give something back to our fans and the community, this organization raises funds for a variety of ongoing, worthy causes. Our primary objective: to create positive educational and recreational opportunities for children and young people. And help them secure a winning advantage.

Chicago Park District Programs

In 1990, CharitaBulls donated $1 million over five years to repair and refurbish 140 damaged city basketball courts through the Chicago Park District/CharitaBulls Basketball Court Renovation Program. Since 1995, we have donated over $700,000 to fund the Men’s and Women’s Chicago Bulls/Chicago Park District Late-Nite Basketball Leagues. The Leagues operate at Chicago Park District sites throughout the city and attract more than 1,000 players, ages 18-26. In conjunction with the Chicago Police Department, we also sponsor the Chicago Bulls/Chicago Park District Inner City Hoops Program, a similar basketball league for at risk children ages 9-12.

A SEASON OF PLAY.
A LIFETIME OF CARING.

OUR COMMITMENT TO THE CITY WE CALL HOME

Chicago is a wonderful place for the Bulls to play. And we want to help make it an even better and safer place for thousands of children to play. All of us at the Chicago Bulls take great pride in playing an active part in our community. We derive exceptional support, strength and motivation from our devoted fans and the city of Chicago. It is both our responsibility, and our pleasure, to give back to our hometown.

Our commitment to Chicago is to be actively involved in programs that improve the quality of life in the metropolitan area. We are proud of the leadership role that we’ve taken to help make Chicago a better place to learn, work and live. Through financial support, in-kind services, numerous community programs, and the personal involvement of our players, coaches and the entire organization, we’re reaching out to Chicagoans. Every day.
Chicago Public Library

In 1994, we pledged our support to the Chicago Public Library System as we “adopted” the Mabel Manning Branch Library, located just two blocks from the United Center. CharitaBulls contributed $50,000 to furnish its “Computer Court,” a tech center with personal computers, printers and software, for use by library patrons. In 1998, we pledged an additional $50,000 to upgrade the Computer Court’s hardware and software and hire a part-time computer tutor. Aside from financial support, we actively participate in programs at the library.

City Year

In 1997, CharitaBulls formed a partnership with City Year Chicago, a national youth service organization. This group gathers young people, ages 17-21, from diverse backgrounds for a challenging year of full-time community service, leadership development and civic engagement. Since the beginning of this partnership, we have donated more than $200,000 to City Year’s Young Heroes Program, which invites 150 middle school students from different schools in diverse Chicago communities to participate in 16 fun and lesson-filled Saturdays. The emphasis is on direct community service and formal leadership development training, so that the young people will learn the value of teamwork, tolerance and commitment. In 1998, CharitaBulls pledged $120,000 and an additional $25,000 in 2001 to continue the Young Heroes program.

Other Recipients

- Avon Breast Cancer 3-Day
- William H. Brown School
- Chicago Baseball Cancer Charities
- Chicago Cares
- Chicago Youth Centers
- Christopher Zorich Foundation
- Civitas Initiative
- Have A Heart for Sickle Cell Anemia Foundation
- Jewish Federation of Metropolitan Chicago
- Life Directions
- March of Dimes
- National Wheelchair Basketball Tournament
- Off the Street Club
- Ronald McDonald House Near Loyola
- Providence-St. Mel School
- Ricky Byrdsong Foundation
- Robert H. Lurie Cancer Center at Northwestern University
- Sullivan House
- Veterans Leadership Program
- Y-Me National Breast Cancer Organization
- And More

CharitaBulls Fundraising

Our foundation is primarily supported through funds raised at the following successful annual events and programs:

Tip-Off Luncheon

Nearly 1,000 fans attend this preseason banquet each October to see the team and get an insider’s look at the upcoming year.
FestaBulls

Every spring, at this intimate affair, more than 400 fans join the Bulls’ players, coaches, announcers and staff for dinner and both live and silent auctions of sports memorabilia. Throughout the evening, fans have an opportunity to mingle and dine with their favorite player or coach. This event takes place oncourt at the Berto Center, our private practice facility. We raise nearly $200,000 annually from this fundraiser.

50/50 Raffle

Introduced during the 1996-97 season, the raffle has raised more than $725,000 for CharitaBulls. Raffle tickets are sold at each home game. In the fourth quarter, a lucky winner takes home 50% of the net earnings from that evening’s ticket sales. The other 50% benefits CharitaBulls.

Memorabilia Auctions

Throughout the year, we host weekly memorabilia auctions online. Fans have an opportunity to own a piece of Bulls’ history by placing bids on a variety of Bulls items. The auctions are accessible through www.bulls.com. Also, during our 41 regular season home games, we conduct in-game memorabilia auctions. We raise nearly $35,000 annually from these auctions.

Corporate Sponsor Program and more

Additional money is raised through the CharitaBulls Corporate Sponsor Program, whereby sponsors contribute money based on the number of Bulls’ victories, dunks, free throws, blocked shots, points, steals, rebounds, and assists made by the team. We also raise funds through personal scoreboard messages ($100 donation) and in-game gift packages ($500), private donations, United Center tours and the sale of Michael Jordan statue maquettes.

School Programs

SENDING A SMART MESSAGE: SCHOOL IS COOL.

It is our priority to create and fund programs to motivate and reward students - especially at-risk youth. We all benefit, as a city and as a nation, if our children are motivated to stay in—and succeed in—school.

Read To Achieve

At the beginning of the 2001-02 season, we launched “Read To Achieve,” the NBA’s primary community relations initiative, which unites all of the NBA’s leading assets to impact one of the most pressing issues our society faces – literacy. This program promotes the value of reading and encourages families and adults to read regularly with young children.

We are working to help young people develop a lifelong love for reading through a variety of reading programs. As part of this initiative, we distribute nearly 4,000 new books to Chicagoland children, host several “Reading Time-outs” with Bulls’ personalities as well as
conduct book drives, create reading and learning centers and organize local spelling contests. Also, members from the Bulls’ family, which include current and former Bulls’ players, mothers and wives of players and coaches along with Chicagoland officials serve on the Chicago Bulls All-Star Reading Team to assist with these reading initiatives throughout the year. In addition, at each home game, pre-game book exchanges are conducted with fans and players.

Scholarships

Each season, we offer four $2,000 scholarships to area high school seniors who plan to attend college. Scholarships are awarded on the basis of academic achievement, extra curricular activities and the contents of an essay. Additionally, we annually provide, through the United Center Joint Venture, $20,000 in scholarships to Malcolm X College students.

Adopt-A-School

Positive reinforcement, recognition and role models are important tools to motivate students. With that in mind, we annually “adopt” a Chicago Public School. Through our Adopt-A-School program, we encourage students to set and achieve educational goals. Incentives such as tickets to games, guest speakers, autographed memorabilia, arena tours and souvenirs help encourage students to meet goals such as good attendance, grade improvement and positive attitude.

Aside from our in-kind support, we occasionally provide financial assistance. In 1999, we donated $17,000 to William H. Brown Elementary School (located a block from the United Center) to partially fund a “Computer Court” at the school. In 2000, we donated an additional $2,000 to William H. Brown Elementary to establish a “Math and Science Lab.” Also in 2000, we expanded this program to include other schools on the West Side such as Best Practice High School, Suder Elementary, Spaulding School and Herbert Elementary.

Art Contest

To encourage creativity and interest in the arts, we annually host an art contest. Students in grades one through six in Lake, Cook, Will and DuPage counties are invited to draw or paint any scene depicting Bulls’ basketball, using either the Bulls’ logo or the words “Chicago Bulls.” Winning entries appear in the Bulls’ magazine, game program and yearbook.

Newspaper in Education Program

This program provides over 5,000 students with the opportunity to enhance learning while reading the Wall Street Journal Classroom Edition. Through this valuable supplemental teaching tool, high school students gain a deeper understanding of school subjects through articles on economics, business and social studies. Other components of this program include player appearances, incentive prizes, tickets, and more for participating schools.

Holiday Events

OUR BEST SEASON EVER: THE HOLIDAY SEASON.

Giving back during the holiday season is especially rewarding. When we focus our heartfelt efforts on those who are needy, we can all better understand the true spirit of the season. We’re proud of our community work—but at no time are we prouder than during the holidays.

Food Drives

“Help the Bulls feed the hungry” echoes throughout the United Center each December as we partner with the Mayor’s Office of Special Events and the Chicago Anti-Hunger Federation, to host our annual holiday Food Drive. Nearly two tons of food are collected each holiday season and distributed to Chicago area food kitchens and shelters. Since hunger is a year-round issue, we also host a “Non-Holiday” Food Drive each March with the Greater Chicago Food Depository.
Holiday Kids Party

Only through the magic of the holidays could you see a seven-foot elf! Every December, we become Santa’s helpers as we annually invite 200 underprivileged children to visit the team at its practice facility, the Berto Center, for a very special holiday celebration. Lunch and souvenirs are provided as well as the opportunity to meet and spend time with players and coaches. In addition, during the holiday season, we host several visits by players at local hospitals and children’s homes.

Other Holiday Programs

In conjunction with the NBA, we host various holiday events at schools in honor of Black History Month and the Martin Luther King, Jr. holiday. Along with school celebrations, we produce television and radio public service announcements (PSAs) commemorating these holidays. Also, we host an in-arena Child Abuse Awareness Night each April as part of Child Abuse Prevention Month.

Basketball Programs

HOT HOOPS. COOL PLAYERS. WARM HEARTS.

We’ve found we can engage kids, provide strong role models, teach the value of hard work, positive attitude, and good health – all by doing what we do best. Playing basketball.

Charity Corporate Ticket Section

Compliments of several of our corporate sponsors, we donate more than 200 tickets for each home game to local nonprofit groups so that underprivileged children and adults alike can experience the excitement of attending a Bulls’ game. In addition, the Return Ticket Program allows season ticket holders the opportunity to return tickets to us that might otherwise go unused; these tickets are in turn donated to schools and local charity organizations.
Bulls Basketball Schools

Introduced in the summer of 1999, the Chicago Bulls Basketball Schools are our official instructional youth summer camps. Dedicated to providing the finest youth basketball instruction in the country, campers ages 6-14 receive 3 hours of instruction each day for an entire week. The Bulls Basketball Schools are coordinated through local park districts, offering convenient camp locations in over 150 community locations throughout Chicago and the surrounding suburbs.

Chicago Bulls Training Academy

In 2001, we opened a state-of-the-art player development facility in a joint effort with the Chicago White Sox. It is called the Chicago Bulls/White Sox Training Academy and is the only facility of its kind in the country. It offers a full line of programs including private instruction, travel teams, leagues and tournaments for boys and girls. The Training Academy features the most sophisticated player development capabilities in the country and provides young players with the same equipment, coaching, and training techniques previously available only to professional athletes.

For more information call 630-PlayBall
Or visit us at www.bullsSoxAcademy.com

Chicago Bulls 2ball

2ball is an exciting youth basketball skills program which focuses on teamwork and the development of core basketball skills for boys and girls ages nine and older. We sponsor this skills competition in conjunction with the Illinois Park and Recreation Association. This program is conducted at a grassroots level at over 90 different local park districts throughout the state of Illinois. 2ball is played on a half-court, marked with specific shooting locations that award different points based upon difficulty. The one-minute competition requires two players to accumulate points by alternating shots from different locations. Each year approximately 9,000 youngsters participated in our 2ball program.

Community Outreach

WINNING...THE HEARTS OF OUR NEIGHBORS.

It’s one of our most important wins. To help support the dedicated Chicagoland community that cheers us on and boosts our morale, we get involved. And we make things happen, for all kinds of organizations and thousands of worthy Chicagoans. We’re especially focused on the neighborhood that surrounds the United Center. Because that’s our home, too.

Near West Side Community Relations

Since the 1994 opening of the United Center, the Bulls have made a special effort to help renovate the Near West Side community. This neighborhood, once known primarily as the site of Chicago’s most devastating riots, is being revitalized. Just blocks from the United Center, CharitaBulls has built the James Jordan Boys & Girls Club and Family Life Center, donated a “Computer Court” to the Mabel Manning Library and adopted William H. Brown Elementary, Herbert Victor Elementary, Henry Suder Elementary, Spaulding School and Best Practice High School. Just northwest of the United Center, the Bulls wives’ organization, Team Bulls Basketball Schools

www.bulls.com
Mates, helped fund a health clinic at Henry Suder Elementary School. It is one of the few health clinics in the nation located in an elementary school to serve the community as well as the students. Directly south of the United Center is Malcolm X College where the Bulls and United Center have invested $1.6 million in educational and athletic programs. In December 1999, the United Center pledged a $100,000 contribution to help rebuild St. Stephen Church, located a few blocks northwest of the United Center, which was destroyed by a fire in October 1999. Other programs include:

Home Visitors Program

We pledged $1 million to support this program designated to help Henry Horner public housing families in transition with in-home support and resources to maintain their homes, comply with the requirements of their lease, link with external community resources, achieve self-sufficiency and increase their sense of integration into a revitalizing broader community. The program provides individual and family counseling, case management services, workshops and referrals.

United Center Community Economic Development Fund

One of the most ambitious undertakings of the Bulls, Blackhawks and the United Center is the United Center Community Economic Development Fund which was created in early 1995 to stimulate new business and create jobs. The United Center Joint Venture, Bulls and Blackhawks have set aside a $1 million fund for loans and grants to finance businesses that do not have access to capital through normal commercial channels, and that create jobs in the area where they are needed most.

Through our ongoing partnerships with West Side political, religious, educational and community leaders, we have been able to play an integral role in the redevelopment of the neighborhood. As neighbors, we’re proud to have accomplished a lot in a short time and we are committed to continuing the momentum.

Chicago Gateway Green

In 2001, we formed an “Expressway Partnership” with Gateway Green, a nonprofit organization dedicated to the beautification of the Chicagoland area. We pledged a three-year commitment for a total of $43,000. The goal of this partnership is to help transform expressways into parkways by improving litter and graffiti removal and to manage the landscape and installation of public art on area expressways. Our site is located on the outbound Kennedy Expressway at the Milwaukee Avenue exit ramp.

Auction/Raffle Donations

Throughout the year, we contribute memorabilia to charity organizations, community fundraisers, and school functions for use in auctions, as raffles/door prizes and as school incentive prizes. Hundreds of thousands of dollars have been raised for local charities as a result. During the 2000-01 season, nearly $100,000 was raised through in-kind donations of autographed memorabilia alone. However, this figure does not include the funds raised for schools and local charities, through thousands of daily in-kind donations of tickets and promotional items.
Community Relations

Chicago Wheelchair Bulls

We sponsor one of the nation’s best wheelchair teams, the Chicago Wheelchair Bulls. The Wheelchair Bulls devote their time to helping others realize that wheelchair-restricted people can and do lead active, productive lives. They participate in numerous charity games, perform at Bulls’ games and compete against other wheelchair teams on a national and international level. In 1997, the Wheelchair Bulls created a Junior Wheelchair Bulls team. In 2001, we provided funding in the amount $10,000 to help keep this program running strong.

Public Service Announcements (PSAs)

Our players have an extraordinary opportunity to reach out and make an impact on the community because of their great visibility as professional athletes. Throughout the year, our players and coaches help nonprofit organizations promote their causes and services by “starring” in public service announcements for both radio and television.

Team Mates: Chicago Bulls’ Wives’ Organization

Team Mates is an organization of the wives of our front office employees, announcers, coaches, and players with a philanthropic purpose. Every year, Team Mates host several fundraising events, including a holiday ornament sale. Over the years, Team Mates has donated funds to Children’s Memorial Hospital’s Injury Free Chicago Program, West Side Future, Chicagoland Radio Information Services, Inc. (CRIS), the Better Care for Youth Clinic at Suder Elementary School, Alzheimer’s Association and several others. In addition to local efforts, Team Mates also supports the NBA’s national initiative, NBA Wives Save Lives, to encourage breast cancer awareness. As part of this program, Team Mates work with the Susan Komen Breast Cancer Foundation to help sponsor an awareness night at one of our home games each season.

Bob Love

Former Bulls’ player Bob Love, currently our Director of Community Affairs, is a popular motivational speaker. He is available free-of-charge to deliver his inspirational message about overcoming a speech handicap and life as a professional athlete to schools and social service agencies. Bob makes more than 300 appearances every year at schools, charity events, clinics, nonprofit groups and youth programs.

Wish-Granting Foundations

There are few things as exciting or rewarding as seeing the sparkle in a child’s eye as they meet one of their heroes. We work closely with the Make-A-Wish and Starlight Foundations, both national charity organizations that grant the wishes of chronically ill children. Each year, many of these children are brought to home games to have their wishes granted and to meet our players.
Fan Services

OFF-THE-COURT PERFORMANCES THAT REALLY COUNT.

Our fans are outstanding. We welcome and appreciate their tremendous support, dedication and enthusiasm. In return, we invite them to get better acquainted with the team, staff, cheerleaders and mascots – live and in person.

Appearances: Players, Coaches, Benny the Bull, Da Bull, LuvaBulls and IncrediBulls

When schedules permit, our players, coaches and management staff make public appearances for charity benefits, hospitals, autograph sessions, speaking engagements and other events. Players visit various youth nonprofit organizations to conduct clinics, speak with kids and simply spend time with our young fans. Front office representatives are also available to speak at career sessions and school programs.

Benny the Bull, Da Bull, the LuvaBulls (and Junior LuvaBulls) and the IncrediBulls are frequently available for personal appearances. They are often seen around town, attending community parades, walk-a-thons, school assemblies, hospital visits, private parties, company events, golf outings, fundraising benefits and more.

General Information

Chicago Bulls fans may send a self-addressed, stamped envelope (legal size) to the Chicago Bulls’ Community Relations Department to receive a fan pack which includes a merchandise order form to purchase photos and publications, a Bulls’ sticker, a pocket schedule and a Fan Club application.

Please note that any and all services provided by the Bulls’ Community Relations Department are subject to availability, and we ask that you please provide at least eight weeks advance written notice.

We welcome and appreciate your support.

Chicago Bulls
Community Relations Department
1901 West Madison Street
Chicago, Illinois 60612

(312) 455-4000
Email: CR@bulls.com
www.bulls.com
Chicago Bulls/Chicago White Sox Training Academy

Philosophy

As professional teams, we are in a unique position to help the aspiring athlete pull from these great games all that they have to offer. This Academy is the bridge between the Bulls and Sox, the athletes who want to push themselves to attain the very highest level of achievement.

We have created the most sophisticated youth player development facility in America. All we ask of you as you cross the threshold of our Academy is to pledge your best effort to us. In return, you will receive the very best that the Bulls and Sox have to offer.

At the Academy, you will be training in an environment that stresses the values of sportsmanship, integrity, and teamwork. “Because we love this game and kids who play it,” is not only our motto, but our mandate to strictly maintain an environment that allows young athletes to grow into mature and productive well-rounded citizens.

The Academy is the only resource for total athlete training and counsel, offering youngsters the most progressive, knowledgeable and caring athletic assessment and personalized training capabilities available. The Academy was created in response to kids’, parents’ and coaches’ overwhelming desire for professional instruction and advanced training equipment for young athletes.

Technology

Founded in 2001, the Training Academy is a 57,000 square foot facility with state-of-the-art technology. Three maple basketball courts, thirteen retractable hitting and pitching tunnels, 20,000 square feet of turfed infield and Sports Performance strength and conditioning capabilities. Young athletes can participate at the Academy through premiere teams, leagues, individual and group lessons, and membership packages.

Digital Motion Analysis

This system captures and evaluates video frame by frame, with split screen capabilities demonstrating detailed comparisons. Instructors have the ability to burn CD-ROM’s for each student, drawing lines and angles as references for later examination and comparison. This is the same program used by Bulls and White Sox coaches and professional scouts for evaluation, instruction, and the identification of potential draft choices.

ProBatter

Also featured at the Academy is the lauded multi-media ProBatter pitching machine, the most realistic, game-like hitting device available to professional athletes. ProBatter features a life-sized player projection screen and the ability to throw any pitch, from curveballs to sliders, to any location with pinpoint accuracy and speed.

For more information on the Chicago Bulls/White Sox Training Academy, visit us at www.BullsSoxAcademy.com, or call 630-752-9225.