

2007–08

Annual Report



PISTONS ★ PALACE
FOUNDATION
BUILDING CHAMPIONS IN THE COMMUNITY

We are / NBA All-stars / CEOs and everyday joes / We are... a team



Our Mission...

Palace Sports & Entertainment, the Detroit Pistons and the Detroit Shock are dedicated to enriching the lives of our community's youth and families through our unique resources, teamwork and goodwill. We positively impact lives by developing consequential programs that promote education, recreation and a healthy lifestyle.

A Message from Tom Wilson

PALACE SPORTS & ENTERTAINMENT PRESIDENT AND CEO



Dear Friends:

Every year, we face the challenge of putting together our Community Relations annual report. The problem, if we can really call it a problem, is that the Detroit Pistons and the Detroit Shock touch so many lives, that summarizing everything into one appropriate theme is very difficult.

But this year, we heard a voice...the voice of Chris Daughtry, asking the question in song, "What about now?"

It's a simple question, but one that elicits some very powerful answers. It asks you to reflect on the things you have done, while looking to the future for things you will do. You will hear the song in the DVD that we have provided. You will also see some of the programs we have been involved with from this past year, as well as years past.

As I watch the images and reflect, I have an overwhelming sense of pride. I realize how the work we have done has truly made a difference in the lives of thousands of people in not just the metro Detroit area, but all over the world.

In this annual report, you will see, through words and pictures, the work we have done to make our world just a little bit better. The results were amazing.

But as you listen to the words of Daughtry, think about the question, "What about now?" This annual report shows what we have done, but it also gets us thinking about what we can still do. I have the utmost confidence that you, our partners, colleagues, benefactors and beneficiaries, will help us with the answers as we look for ways to positively affect the future.

On behalf of the Detroit Pistons and Detroit Shock families, thank you for making a difference.

Sincerely,

We are / a rally cry for change / awareness / action



Real Men Wear Pink

As part of Breast Health Awareness Month, the Pistons and National City donated \$20,000 to provide free mammograms to uninsured women.

NBA Cares Pledge

The league, players and teams pledge to raise and contribute \$100 million for charity, donate more than one million hours of hands-on volunteer services to community worldwide, and build more than 250 places where kids can learn and play over the next five years.

Nothing But Nets

Funds raised from auction proceeds were donated to provide more than 100 bed nets to protect children and families in Africa from contracting Malaria.

Tip-A-Shock

The Shock served up more than \$4,500 for the American Diabetes Association.

Go Red For Women Night

Players and fans dressed in red to raise awareness of heart disease, the leading cause of death among women.

March of Dimes Walk

The Shock team came out to support the athletes walking to make a difference for March of Dimes.



Real Men Wear Pink



Tip-A-Shock



Go Red for Women



March of Dimes Walk

NothingButNets.net



We serve others / in our neighborhood / in our community

in the state / in the country / in the world

Mitten Drive

The Pistons partnered with Allstate to collect winter apparel for Orchards Children's Services.

American Red Cross Blanket Days

The Pistons donated \$3,875 to support the Blanket Days campaign.

Building Healthy Communities

The Shock "WNBA Fit" program encourages children of all ages to be active and healthy by teaching them basic fitness education.

FUN-raising

The Pistons-Palace Foundation raised hundreds of thousands of dollars to be reinvested back into the community through its silent auction program on the concourse during each game.

Red, White and Green?

Shock players Katie Smith and Alexis Hornbuckle, along with the rest of the team, contributed to the effort to "Go Green" at the Ronald McDonald House in Detroit.

Habitat for Humanity

The entire Palace Sports & Entertainment team rolled up their sleeves to help build a home for a family whose house was destroyed by Hurricane Katrina.

Charitable Ticket Donations

This past year more than 30,000 tickets were donated to Pistons, Shock and other events at The Palace, DTE Energy Music Theatre and Meadow Brook Music Festival.



Habitat for Humanity



Mitten Drive



Blanket Days



WNBA Fit



Habitat for Humanity

We inspire others / to rise above their circumstances / to reach for their dreams

*We educate... / we support... / we provide the tools for success /
we live, we learn and play*



Black History Month Tour



Back to School Event



Dancin' for Your Dreams

Live, Learn and Play Centers

Twenty-one Live, Learn and Play Centers have been renovated throughout metro-Detroit with new carpet, paint, furniture, books, computers and Pistons and Shock graphics to make going to the library fun again.

Know Your Black History Month Tour

The Detroit Pistons and Rock Financial donated \$15,000 in scholarships since 2006.

Dancing for Your Dreams

The Pistons dance team, Automotion, has awarded \$50,000 in scholarships over the past two years to performing arts students.

Motor City Rollers

Pistons player Lindsey Hunter and Pistons legend John Long coached the Rehabilitation Institute of Michigan Celebrity Wheelchair Basketball Game.

Reaching Higher

The Pistons-Palace Foundation and Pistons player Lindsey Hunter sponsored a nine-week self-esteem course for 25 students at Pontiac Northern High School.

Inspiring Women

The Shock presented Jennifer Litomisky, the Director of the Ronald McDonald House in Detroit, with an Inspiring Women Award for her service and commitment to others.

Back to School Event

Amir Johnson, WJLB's Dr. Darrius, Hooper and Automotion helped raise attendance for Detroit Public Schools' Count Day by delivering two new computers to students.

Back Pack Day

The Shock went back to school shopping at Meijer, purchasing 240 new back packs and all the necessary supplies for foster care children at Orchards Children's Services.

Pistons Rock Detroit

The Pistons-Palace Foundation raised more than \$14,000 for literacy programs by selling limited edition underground graphic t-shirts during March is Reading Month.

Read to Achieve

The Detroit Pistons and their Read to Achieve sponsors collected and donated more than 175,000 books over the past eight years.

We know heroes come in all shapes and sizes / Everyday heroes are all around us...

We have / a gift / a responsibility / a commitment / to give back / to enrich lives with fun and laughter / to lend an assist / to build champions in the community

Michigan Heroes

At one home game each month, the Pistons honored individuals who have gone above and beyond to serve others.

Seats for Soldiers

Season ticket holders and fans donated hundreds of tickets to Selfridge Air National Guard Base for a special game at The Palace.

Pistons NBA Cares Tipoff Event at Children's Hospital

Pistons players, Hooper and Automotion took time to do room visits with the kids at Children's Hospital. Courage doesn't always come in big packages.

A Family Affair

Chauncey Billups and Antonio McDyess and their families donated Thanksgiving care packages to the homeless at Pontiac Light-house of Oakland County.

Richard "Rip" Hamilton's Thanksgiving Celebration

Rip and the Rip City Foundation, along with Automotion, Hooper and Spare Tires, passed out Thanksgiving care packages to families in need at the Capuchin Services Center in Detroit.

Tay's Town

Tayshaun and Farah Prince, with an assist from Meijer, purchased and renovated a special suite for children with cancer to come to 41 Pistons home games.

Player Ticket Sections

Thanks to the generosity of nine players, more than 4,000 underprivileged children were able to attend a Pistons game free of charge.

Holiday Celebration at Ronald McDonald House

Amir Johnson, Jarvis Hayes and many PS&E employees helped bring joy to the residents of the Ronald McDonald House by preparing and serving a meal provided by Palace chefs, giving presents and renovating a Live, Learn and Play center.



Player Ticket Sections



Michigan Heroes



Children's Hospital



Ronald McDonald House



Rip's Thanksgiving

When we work as one / in 17 hours... / we can raise one half-million dollars...

To help children with life-threatening medical conditions /
proof that wishes really do come true



Pistons Make Wishes Come True...

For the first time in sports history, the Pistons turned a home game into a charity telethon including in-arena, TV and radio broadcasts to benefit the Make-A-Wish Foundation of Michigan. Thanks to the generosity of fans, sponsors, players and employees, the 17-hour telethon raised one half-million dollars for children with life-threatening medical conditions.



PROCEEDS FROM THE TELETHON ARE GRANTING 60 WISHES FOR WISH KIDS IN MICHIGAN, WHICH EQUALS ONE WISH EVERY SIX DAYS.



DONATION RECIPIENTS

Abbott Middle School, Aberdeen Nursing Center, Adams Elementary School, Adopt a Family Program, Affirmations, Airport School District, Alcona Basketball Association, All Saints Parish, Alternatives for Girls, American Brain Tumor Association, American Cancer Society, American Heart Association, American Institute of Architects, Anti-Defamation League, APHON's Giving Back Program, Arthritis Foundation, Arts and Technology Academy of Pontiac, Asthma and Allergy Foundation of America, Auburn Hills Police, Autism Foundation of Ingham County, Autism Awareness Walk, Autism Foundation of Ingham County, Autism Support Group of Genesee County, Avondale School District, Baldwin Elementary School PTA, Barbara Ann Karmanos Cancer Institute, Barnes Aerospace Group, Inc, Beaumont Hospital, Belle Ann Elementary, Belleville Moose Family Center, Berkley Brawlers, Bethany Christian Services, Beverly Elementary School, Big Brother Big Sister of Metropolitan Detroit, Big Brothers Big Sisters - Heart of Michigan, BikeFest Charity Run '08, Bluewater Youth for Christ, Bob Kozminski Memorial Fund, Bobby Dobby Fund, Boston Bruins Foundation, Boy Scout Troop 1131, Boy Scouts of America, Boy Scouts of America Venture Crew 2242, Boys and Girls Club of Flint, Brandon Hockey Club, Breast Cancer 3-Day, Burr Elementary PTA, C.I. Program, Cadillac Area OASIS, Calling All Angels, Camp Fire USA, Camp Henry, Capuchin Soup Kitchen, Cass County Sheriff's Office, CATCH, Centerline Family Fundraiser, Central Michigan University, Charlevoix Children's House, Chase Away OMS Foundation, Chicks4Charities, Child Abuse and Neglect Council, Children's Charter of the Courts of Michigan, Children's Leukemia, Chippewa Valley Schools, Christ Church Cranbrook, Christ the King Church, City Mission, City of Dearborn Police Department, City of Novi, Clinton Township Goodfellow's, Central Michigan University, Central Michigan University College of Health Professions, Commerce PTA, Community Services, Heartline Inc., Continental Automotive Systems, Cornerstone Schools, Corunna High School, Covenant Community Care, Inc, Covenant House of Michigan, Crow Soccer Foundation, CureSearch, Cursin' for a Cause, Curves for the Cure, Cystic Fibrosis Foundation, Daniel Bookee Endowment Fund, Dearborn Heights Professional Fire Fighters Union, Detroit Area Steelheaders, Detroit Central City Community Mental Health, Detroit East, Inc, Detroit Firefighter's Association, Detroit Lions Professional Retired Football Players Charity, Detroit Medical Center, Detroit Metro Police Emerald Society, Detroit Parade Company, Detroit Sports Broadcasters Association, Detroit Uncorked Program, Detroiters Working For Environmental Justice, Development Centers, Inc., Disability Network Oakland and Macomb, Divine Child High School, Dominic Nolan Nabozny Memorial, Don't Just Sit There Foundation, Doorway to the Future, East China School District, East Flint Nazarene Student Ministries, Eastern Michigan University, Echo Park, Education and Development Foundation, Elizabeth Lake Animal Rescue, Elmwood-Gagetown Fire Dept., Eric Beverly Foundation, Expectant Parents Organization, FAAB of Wyandotte, Face to Face Foundation, Fallen Heroes Memorial Foundation, Families Fighting Autism, Family Learning Institute, Fegan's Children College Fund, Fergie Jenkins Foundation, Ferndale Community Foundation, Fireman's Ball Dinner and Dance, Food Bank of Eastern Michigan, Ford Motor Company's Service Engineering Operations, Forever Families, Forge Memorial Golf Tournament, Foundation for Ashley's Dream, Foundation for International Medical Relief of Children, Frank Anderson Regional Eye Foundation, Friends of Fletcher Field, Friendship House, Fruitport Community Schools, City of Hope, Gabriel Richard High School, Gay Divs Department, Genesys Health Foundation, Gift of Life, Girl Scouts Glowing Ember Council, Global Autism Network, Golden State Warriors, Golightly Academy of Travel and Tourism, Goodwill Industries, GPH Alumni Outing, Gratiot Medical Center, Green Gables Haven Community Shelter, Guardian Services, Habitat for Humanity, Hamtramck Firefighters, Harley Beatty Foundation, Henry Ford Community College, HHT Foundation, Holly Academy, Home for Our Troops, Homes Sweet Homes, Horizons Project, Hospice of Helping Hands, Inc., Hospitality House, House of Prayer and Praise, Humane Society of Livingston County, Hospice of Michigan Silent Auction, Integrated Living, Jackson State Alumni Association, Janet Lynn Rayer Memorial Oncology Fund, Jefferson Middle School, Joan C. Banfield Foundation, Josh Howard Foundation, JRG Memorial, Keep A Child Alive, Kids Kicking Cancer, Lady Falcon Basketball, Lake Fenton High School, Lake Orion Lion's Club, Laughs and Love, Learning Care Group, Lennon Firefighter Association, Leukemia & Lymphoma Society, Lighthouse of Oakland County, Little People of America, Living Legends, Looking for my Sister, Inc., MADD - Auburn Hills Police Dept., Madonna University, Make-A-Wish Foundation of Michigan, March of Dimes, Mary Free Bed, Marysville Public Schools, Mason County Sports Hall of Fame, Meadowbrook Elementary PTA, Mecosta County Sheriff's Department, Metro Blades Women's Hockey Team, Metro Times, Macomb Charitable Foundation, Mason High School Soccer Golf Outing, Michigan AIDS Fund, Michigan Army National Guard, Michigan Coalition, Michigan Crops for St. Jude Kids, Michigan Fallen Heroes Memorial, Michigan Rush, Michigan Senior Olympics, Michigan State Police, Michigan State University Alumni Association, Michigan Wheelchair Athletic Association, MI-COPS, Mike Furrey Foundation, Most Holy Trinity School, Mt. Olive Institutional Missionary Baptist Church, National Foundation for Women Legislators, Navy, New Horizons Rehabilitation Services, North Oakland SCAMP, NOW 2007, O.A.T.S., Oak Park Bus Education and Alliance, Oakland Community College, Oakridge Jr. Hoopsters, Oakwood Community Church, OCCSA, Orchards Children's Services, Orlando Magic Youth Foundation, Owendale Gagetown Area Schools, Oxford Band Boosters, Oxford High School Hockey Club, Oxford Parks and Recreation, Pacers Foundation, Parkside Elementary, Pediatric Rehabilitation Scholarship Fund, POH Medical Center, Port Huron Icehaws, Pray For Peace, Pro-Literacy Detroit, Queen of Scots Dance Academy, Quest Inc. Picnic, Rainbow Roundup, Raising Money for Sudan, Rays Baseball Foundation, Reaching Higher, Relay for Life, Religious Educations & Youth Ministry, River Rouge Firefighters Association, Ronald McDonald House, Ron's All Stars, Roseclair Eagles, Rotary Club of Clawson, Sacred Heart of Jesus, Sacred Heart School, Saline Area Fire Department, Scotch Elementary School, Self Help Addition Rehabilitation, Selfridge Firefighter's Association, Senior Neighbors, Inc., Shelby Junior High, Shelby Twp. Police Department, PGA Putt for Life, Shoof for a Cure, Sigma Pi Inc., Sinai-Grace Hospital, South Oakland Shelter, SPANCO, Special Olympics Michigan, Spirit Falcons, St. Hugo of the Hills School, St. John's Hospice, St. Jude Children's Hospital, St. Jude Parish, St. Luke North End Women's Life Center, St. Patrick Senior Center Inc., St. Paul Lutheran School, St. Phillip's Episcopal Church, St. Sebastian School, St. Dominic Outreach Center, Stepping Stones Therapeutic Riding, Inc., Strength, Supporters of the East China School District Fund, Swartz Creek Schools, Swedish Club of Metro Detroit, Taste of the Lakes, The Birmingham Bloomfield Chamber, The City of Saline Police Department, The Children's Center, The Detroit Institute for Children, The Haven, The Ladies Auxiliary, The Lennon Center, The Manistee Moose Lodge #1128, The Purple Gang, The Rainbow Connection, The Salvation Army, Tomkins County, American Red Cross, Toys for Tots, Triangle Foundation, Troy Community Coalition, Troy Union Elementary School, United Way of Saginaw, University of Kentucky Alumni, University of Cincinnati, University of Kentucky, Utica Police Department, VFW Fred Quant Post 3901, VFW Post 1887, Vietnam Veterans of America, Vision Hope Community Development, Walk for Autism Research, Walled Lake Western Football, Walsh College Foundation, Washington Nationals Dream Foundation, Washtenaw Community College Foundation, Wayne County Community College, Wayne Police Officers Association, Wayne State University, Wayne State University School of Medicine, WE CARE, Wexford Montessori School, Wigs 4 Kids, Winston Canine Cancer Foundation, Woodside Bible Church, Young Champions, Youth Detroit Commission, Youth Development Commission, Zoe Bergen Child-Care Foundation

TICKET RECIPIENTS

4-H, 555 Infantry, AB Counseling, Absolute Prevention Control, Academy for Business & Technology, Adrian Public Schools, Adult Learning System, Advent House, Air Force Recruiting / 339 AF Squadron, Algonac High School, American Indian Health and Family Services, American Legion, Arbor Hospice Grief Support, Auburn Hills Christian Center, Avondale Upper Elementary, B.E.S.T Academy, Barat Child & Family Services, Beaumont Hospital, Bethune Alternative Education Program, Big Brothers Big Sisters Metro Detroit, Big Brothers Big Sisters of Flint, Big Brothers Big Sisters Saginaw, Big Buddies Little Buddies, Big Family of Michigan, Blue Water Clubhouse, Blue Water Development Housing, Boy & Girls Club of Greater Flint, Boy Scouts of America Pack 43, Boy Scouts Pack 4, Boys & Girls Republic, Boys and Girls Club of Saginaw County, Boys and Girls Republic, Bridges to the Future Youth Advisory Council, Brother to Brother Community Outreach, Brotherhood Against Drugs, Byron, MI Boy Scout Troop 88, C.H.A.M.P.S, C.H.A.S.E., Capuchin Kitchen, Carhouse of Oakland County, Central Michigan University, Child & Family Services of Michigan, Child Abuse & Neglect Council of Oakland County, Child Advocacy Team, Child Help, Child Hope, Children Need Both Parents, Children with HairLoss, Inc, Childrens Center, Children's Home of Detroit, Children's Home of St. Clair County, Children's Miracle Network-Beaumont Hospital, Children's Special Health Care Services, Children's Special Health Care Services, Christ Child House, Circular Flow Inc., City Core Kids, Clarkson Community Schools, Post High Autism Program, Clintondale Campuses, Close the Gap, Common Ground Sanctuary, Community Living Services, Cornerstone Christian Schools, Covenant House, DEAF Can, Detroit Compact Program, Detroit East Inc. New Journey Clubhouse, Detroit Head Start Family Service Center, Detroit Health Dept. Safety Program, Detroit Hispanic Development Corp., Detroit Recreational Department, Don Bosco Hall, Doug's Kids, East Middle School, Easter Seals - Michigan, Ebony Fashion Fair, Elk Hoop Shoot, Enhance, Inc, Evergreen Childrens Services, Face to Face, FAITH Christian Community Service, Faith Lutheran Church, Fallen and Wounded Soldiers Fund, Families Exploring Down Syndrome, Family & Community Services Visitation Program, Family and Community Services, Family Literacy Center, Family Living Center, Family Youth Intervention, Fathers Who Care, FCA Dads Club, Federation of Youth Services, Flint Boys and Girls Club, Flushing School District, ForysHe Middle School-Black Student Union, Foster Parents in Action, Fox Tots, Friends and Family of Cystic Fibrosis, Girls Town, Goodwill Industries of Greater Detroit, Griffin/Bradley Advisory Organization, Guiding Light, Harbor Oaks Hospital Residential, Harper Woods Civic Foundation, Heilmann Park Middle School, Herrington Elementary School, Holy Cross Children Services, Hoop Shoot, House of Hope, House of Prayer, House of Ruth, Hyacinth Court Community Housing Center, Inner City Union, Interfaith Homes of Kalamazoo, Jack's Place for Autism, Jamaican Association of Michigan, JAMM Project, Jewish Federation of Metro Detroit, Jimmy's Kids, John R. King Performing Arts and Academy, Judson Center, Kamida, Keewahdin Elementary School, Keidan Special Education Center, Kids Can, Kids Kicking Cancer, Lake Orion Special Education, Lakeside Academy, L'Anse Creuse North High School, Local 547 Operating Engineers, Love Joy Missionary Baptist Church, Love Life Support Group, Lutheran Child & Family Services, Macomb County Interfaith Volunteer Care Givers, Make-A-Wish, Maple Grove Elementary, Mars Mentoring, Marvin Winans Academy of the Performing Arts, Matrix Human Services, Mayes Mentoring Group, Men of Tomorrow, Mercy Education Program, Methodist Children's Home, Michigan Community Service Commission, Mentor Michigan, Michigan Habilitation & Learning Center, Michigan Hope, Michigan School for the Deaf, Midnight Golf Program, Ministers United, Monroe County Mothers of Multiples, Motor City Club, MSU Extension 4H Youth Mentoring Program, MSU Extension Program, National Alliance to Nurture the Aged, Nennis Center for Children, New Bethel Outreach Ministry, New City Academy, New Hope & Family Youth Services, New Passages, North-Oakland Residential Services, INC., Novi High School Basketball, Novi Youth Assistance, Oak Park Recreation, Oakland County Children's Village Foundation, Oakland County Family Agency, Oakland University Social Work Club, Off the Streets, Operation Get Down, Orchard Children Services, Orion Oxford Eagles, Oxford Rotary, Penriton Center, Peoples Community Service, Pinckney Community High School, Polk Elementary School, Pontiac Central High School, POWER kids company, Progress Through Business, Project 2000, Project manhood, Promise Village: Home for Children, R.S.V.I.P Agency Inc., Rainbow Rehab Center, Reach Youth Program, Reaching Higher, Reggie McKenzie Foundation, Rehab Institute of Michigan, Ronald McDonald House, Ron's All Stars, Russel Student Ministry, Ruthmcon Foundation, S.L. Jones Community Outreach Center, Saginaw County Community Health, Save Our Children, Save Our Sons & Daughters, Seven Ponds Nature Center, SHAR Men's Program, Silverliners Trip to the North Pole, Simon House, Sister to Sister, SOS Community Services, Southern Oakland County NAACP Youth Council, Special Education Services, St. Joseph's School, St. Paul's Catholic School, St. Peter's Home for Boys, St. Phillip's Episcopal Church, Starfish Services, Starr Commonwealth, Take 1, Team in Training, Teen Hype, Teen Hype, The League, The Manor of Northwest Detroit, Think Detroit PAL, Turning Point, Inc., Ultimate Travel, University of Phoenix, Van Dyke Harper Coalition Inc, Vista Center, Vista Maria, Washtenaw Community College Harriet Street Center, Washtenaw County Sheriff's Dept., Wayne County C.A.S.A., Wayne County Department of Human Services, Wayne County Family Center, Wayne County of Human Services, We Care We Share Liberty Church, West Bloomfield Parks & Recreation Commission, Whaley Children's Center, Wilson Residential Care Services, Womens Resource Center, Young Detroit Builders, Youth for Christ, Youth on the edge, Youth Sports & Recreation, YouthVille Detroit

GRANT RECIPIENTS

American Home Foundation, American Red Cross, CAF America, Community Living Services, Cornerstone Schools, Detroit Newspapers in Education / Michigan KIDS, Flint Boys & Girls Club, Karmanos Cancer Institute, Lighthouse Emergency Services, Make-A-Wish Foundation of Michigan, Operation Get Down, Random Acts of Kindness, Reaching Higher, Save Our Children, Scleroderma Foundation, Susan G. Koman Race For the Cure, The United Nations Foundation, Tuskegee Airmen Detroit



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For up-to-date information about the NBA
Detroit Pistons and the WNBA Detroit Shock
community, visit the official team web sites
at www.pistons.com/community or
www.detroitshock.com/community