COMMUNITY IMPACT REPORT
2019-2020 SEASON
The mission of the Shamrock Foundation is to extend the Boston Celtics championship legacy into the New England community through initiatives that benefit children in need. On an annual basis, the Shamrock Foundation provides grassroots programming and strategic funding to local organizations serving at risk or at need youth populations. The Shamrock Foundation partners with socially responsible corporations and philanthropic individuals to grow its mission and reach throughout the community. Each custom youth platform incentivizes healthy developmental behaviors and uplifts spirits by leveraging the power of sport and the Celtics global brand.

“Ultimately, what you hope is that each student takes something away from it [all].”
—BRAD STEVENS

COMMUNITY IMPACT

40+ COMMUNITY INITIATIVES
200 EVENTS ACROSS NEW ENGLAND
2.4M INVESTED IN THE COMMUNITY
EDUCATION
For over two decades the Celtics have been committed to supporting students in local school districts. Several times each season, players, legends and other Celtics VIPs visit schools to help promote the importance of education. Students in partnering school districts have the opportunity to win Celtics prizes ranging from player interaction and game tickets to branded gear and personalized posters based on academic achievement.

EDUCATION

"EDUCATION IS THE KEY AND APPLICATION IS THE IGNITION."

— JAYLEN BROWN

1,200 MIDDLE SCHOOLERS WITH PERFECT ATTENDANCE
3K STUDENTS RECOGNIZED FOR READING
400 STUDENTS EMPOWERED TO LEAD
HEALTH & FITNESS
HEALTH AND FITNESS

Maintaining physical fitness and a nutritious diet is essential for Celtics players to perform at a high level. The same is true for kids in school, adults at work or seniors in retirement. Throughout the season, players, legends and other Celtics VIPs host workouts designed to get people moving and motivated to live an active and healthy lifestyle.

JR. CELTICS ACADEMY
DEVELOPING STUDENT ATHLETES BY TEACHING THE FUNDAMENTALS OF THE GAME
Presented by NEW ENGLAND BAPTIST HOSPITAL

SR. CELTICS
PHYSICAL FITNESS CLASSES AND HEALTH EDUCATION FOR SENIOR CITIZENS
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

FIT TO WIN
TEACHING WELLNESS TIPS TO YOUTH ACROSS NEW ENGLAND
Presented by SUN LIFE FINANCIAL

GIVE AND GO
EMPOWERING MIDDLE SCHOOL STUDENTS TO PAY IT FORWARD THROUGH PHYSICAL FITNESS
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

FIT FOR A CAUSE
MOTIVATING BOSTON SCIENTIFIC EMPLOYEES TO STAY ACTIVE SPARKING A RENOVATION PROJECT AT A LOCAL COMMUNITY CENTER
Presented by BOSTON SCIENTIFIC

104K+ MINUTES OF RIGOROUS ACTIVITY
18K+ SERVINGS OF FRUITS/VEGGIES
1,700 PARTICIPANTS IN FITNESS PROGRAMS
RENOVATIONS & VOLUNTEERISM
At the core of “Celtics Pride” is the concept of teamwork. Each season, the Celtics deploy volunteers out into the community to help local nonprofits achieve their mission. Whether it be serving food at a homeless shelter, beautifying a school or renovating a technology lab, library or recreational space, Celtics players, legends, dancers, season ticket members and fans love giving back.

RENOVATIONS AND VOLUNTEERISM

PLAYERS’ CHOICE GRANT
AN ANNUAL GRANT WHERE THE ROSTER VOTES ON THE RECIPIENT OF A FULL-SCALE RENOVATION PROJECT
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

CELTICS COMMUNITY CREW
MOBILIZING VOLUNTEERS TO DELIVER HIGH-IMPACT SERVICE DAYS TO SUPPORT UNDERSERVED COMMUNITIES
Presented by TD BANK

TECHNOLOGY LABS
EQUIPPING STUDENTS WITH CUTTING-EDGE TECHNOLOGY TO EXPAND THEIR COMPUTER LITERACY
Presented by SOUTHERN NEW HAMPSHIRE UNIVERSITY

PARQUET PRIDE
INSTALLING A PIECE OF THE 2008 CHAMPIONSHIP PARQUET FLOOR IN THE HOMES OF FANS
Presented by BONA

HOME COURT
BRINGING CELTICS-THEMED COURTS TO THE BACKYARDS OF YOUNG FANS
Presented by ARBELLA INSURANCE

GYM RENOVATION PROJECTS
REFURBISHING FITNESS SPACES TO ENSURE YOUTH HAVE A SAFE PLACE TO LEARN AND GROW
Presented by OPTUM

RESTORING WORKOUT SPACES IN THE NEIGHBORHOODS IN WHICH WE LIVE AND PLAY
Presented by NEW BALANCE FOUNDATION
Community Impact

The Celtics have really focused on helping children’s education, health, general welfare and providing safe spaces to learn because that’s really the key fundamental for long-term growth for these children.

— Steve Pagliuca
Co-owner and President of the Shamrock Foundation

Community Impact

Renovation types include:
- Driveway basketball courts
- Art studios
- Computer labs
- Music recording studios
- Gymnasiums
- Libraries
- Recreation rooms
- Fitness centers
- STEM labs

95 professional renovations, since 2008

Before - Thomas A. Edison K-8

After - Thomas A. Edison K-8
MILITARY
The Celtics are proud to recognize and honor the brave men and women who have served or continue to serve our country. Unique game experiences, global teleconferencing, support during their transition from active duty to civilian life, and military base visits aim to highlight the spirit and bravery of veterans and active service members of the United States Military.

**SEATS FOR SOLDIERS**

SEASON TICKET MEMBERS, CORPORATE PARTNERS AND THE CELTICS DONATING TICKETS TO ENLISTED MILITARY PERSONNEL OF ALL BRANCHES

Presented by BOSTON CELTICS SHAMROCK FOUNDATION

"Obviously, it's a lot of fun. It's one of the more fun nights to look around the arena and see the soldiers sitting there and get a chance in our own small way to say thank you."

— BRAD STEVENS
Each season, the Celtics family comes together to host a variety of events to celebrate the holidays with youth in our community. Team visits to local children’s hospitals aim to uplift the spirits of pediatric patients spending the holidays away from home. Thanks to the generosity of Celtics players, staff, corporate partners and season ticket members, the team hosts an annual season of giving celebration at the Auerbach Center to provide homeless youth winter essentials and an afternoon of cheer. At the heart of our team’s Season of Giving platform is providing a lifetime of holiday memories for kids in need.

“IT’S ONE OF THE BEST TIMES OF THE YEAR, AND THE FACT THAT WE GET TO COME IN AND SEE THE CHILDREN AND SEE THEIR SMILES, IT REALLY PUTS A SMILE TO MY FACE AND WARMS MY HEART. IT’S ALWAYS A GOOD TIME.”

— GORDON HAYWARD
MAKE-A-WISH EXPERIENCES
MAKE-A-WISH EXPERIENCES
The Celtics granted its first wish during the 1989 season. Since then, our team and players have granted over 50 wishes for children across the nation and around the globe. Individualized experiences give children the chance to meet their favorite player, join the team for a day or become the team photographer on a game night! For our young fans, their wildest dreams become reality!

60+

WISH KIDS VISITING FROM VARIOUS COUNTRIES & STATES:
ITALY, FRANCE, NETHERLANDS, ISRAEL
MICHIGAN, FLORIDA, IOWA, ACROSS NEW ENGLAND AND MORE

WISHES
GRANTED BY BCSF
The atmosphere at a Celtics game is electric and something that needs to be experienced by every sports fan. At each home game, youth groups and other members of the community get a behind-the-scenes look of the historic arena, walk the same tunnels as countless NBA legends and have the opportunity to be recognized on the famed parquet floor.

IN-GAME EXPERIENCES

HEROES AMONG US
RECOGNIZING INDIVIDUALS WHO HAVE MADE AN OVERWHELMING IMPACT ON THE LIVES OF OTHERS
Presented by MASS STATE LOTTERY, 98.5 THE SPORTS HUB and NBC SPORTS BOSTON

SHAMROCK DREAMS
SEASON TICKET MEMBERS DONATING TICKETS FOR MENTOR AND MENTEE MATCHES TO ATTEND CELTICS HOME GAMES
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

50/50 RAFFLE
ENGAGING FANS ON GAME NIGHT TO FUNDRAISE FOR LOCAL NONPROFIT ORGANIZATIONS
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

“THIS IS A LEGENDARY PLACE AND A LOT OF GREAT TALENT HAS PLAYED HERE. I CAN’T WAIT TO PUT THE JERSEY ON.”
— KEMBA WALKER

COMMUNITY IMPACT

$698K $2.4M 1K+
RAISED BY 50/50 FOR LOCAL ORGS, SINCE 2012
IN TICKETS BY STMS, SINCE 2008
HEROES RECOGNIZED