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 uplift 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].”
— COACH 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 IS THE KEY AND APPLICATION IS THE IGNITION.
— JAYLEN BROWN

1,200 MIDDLE SCHOOLERS WITH PERFECT ATTENDANCE WHICH LEAD TO A...
90% INCREASE IN YEARLY ATTENDANCE
650K WATERBOTTLES RECYCLED BY STUDENTS

STAY IN SCHOOL
REWARDING MIDDLE SCHOOL ATTENDANCE AND ACADEMIC ACHIEVEMENT
Presented by ARBELLA INSURANCE FOUNDATION

BRILLIANT CAREER PLAY
A MOBILE STEM LAB BRINGING INNOVATIVE LEARNING TO MIDDLE SCHOOLS
Presented by GENERAL ELECTRIC

ROOKIE FLIGHT CREW
CHALLENGING STUDENTS TO REACH NEW HEIGHTS THROUGH AERONAUTICAL STEM EDUCATION
Presented by JETBLUE

GREENSHEILD RECYCLING EDUCATION
MOTIVATING SCHOOLS ACROSS MASSACHUSETTS TO ADOPT GREENER WAYS
Presented by JN PHILLIPS AUTO GLASS

STEP YOUR GAME UP
TRANSFORMING THE LOWEST ACHIEVING STUDENTS’ ACADEMIC TRAJECTORY
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

THE PLAYBOOK INITIATIVE
A STUDENT DESIGNED SOCIAL PLAYBOOK EQUIPPING KIDS WITH THE TOOLS TO SAFELY APPROACH CHALLENGING SOCIAL SITUATIONS
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

READ TO ACHIEVE
PROMOTING LITERACY IN ELEMENTARY SCHOOLS
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

FUTURE SMART CHALLENGE
INTERACTIVE SEMINAR PREPARING TEENS FOR FINANCIAL SUCCESS
Presented by MASSMUTUAL FOUNDATION
HEALTH & 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.

**HEALTH AND FITNESS**

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 NEW ENGLAND BAPTIST HOSPITAL

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 ALEX AND ANI | CHARITY BY DESIGN

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

2,259 MILES PEDALED IN A 10 DAY PERIOD

28K+ SERVINGS OF FRUITS/VEGGIES

75 SR. CELTICS IN EACH CLASS
INFRASTRUCTURE & 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.

**INFRASTRUCTURE 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**

**ART STUDIOS**
Designing state-of-the-art spaces in schools to give students a creative outlet.

Presented by **ALEX AND ANI | CHARITY BY DESIGN**

**TECHNOLOGY LABS**
Equipping students with cutting-edge technology to expand their computer literacy.

Presented by **SOUTHERN NEW HAMPSHIRE UNIVERSITY**

**BANNER MOMENTS**
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**

Presented by **NEW BALANCE FOUNDATION**

Presented by **OPTUM**

Presented by **NEW BALANCE FOUNDATION**
COMMUNITY IMPACT

83 PROFESSIONAL RENOVATIONS

RENOVATION TYPES INCLUDE:

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

“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

BEFORE - MARIO UMANA SCHOOL

AFTER - MARIO UMANA SCHOOL
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.

SCORING IN TRANSITION
SUPPORTING SERVICE MEMBERS IN THEIR TRANSITION FROM ACTIVE DUTY TO CIVILIAN LIFE THROUGH CAREER PREP COURSE
Presented by SOUTHERN NEW HAMPSHIRE UNIVERSITY

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

"They are risking their lives for our country...we want to take the time out of our lives to come together to think of them and show that we care."
— Marcus Morris
SEASON OF GIVING
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.

"UNDERSTANDING WHAT FAMILY MEANS AND BEING AROUND OTHER INDIVIDUALS THAT YOU CAN HAVE CONVERSATIONS WITH AND UNDERSTAND IT’S BIGGER THAN YOU... IT’S AN AWESOME OPPORTUNITY TO CONNECT WITH FAMILIES FROM OUR AREA."

— KYRIE IRVING
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!

50+ WISHES GRANTED

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

— AL HORFORD

**COMMUNITY IMPACT**

$570K Raised by 50/50 raffle for local orgs
20K+ Tickets donated by STMs, since 2008
1K Heroes recognized
MARQUEE EVENTS
SHAMROCK FOUNDATION MARQUEE EVENTS

Key fundraisers each season assist us with extending our organization’s championship legacy into the community to directly benefit youth throughout New England.

TIP-OFF GALA
SIGNATURE FUNDRAISING EVENT THAT BRINGS TOGETHER KEY STAKEHOLDERS TO RAISE FUNDS FOR NEW ENGLAND YOUTH
Presented by NEW ENGLAND BAPTIST HOSPITAL

MARATHON TEAM
GOING THE DISTANCE AT THE BOSTON MARATHON FOR YOUTH IN NEED
Presented by NEW BALANCE

CLADDAGH CHARM BANGLE
UNIQUELY CRAFTED JEWELRY BENEFITTING THE SHAMROCK FOUNDATION
Presented by ALEX AND ANI | CHARITY BY DESIGN

TEEING UP FOR KIDS
EMPOWERING MIDDLE SCHOOL STUDENTS TO PAY IT FORWARD THROUGH PHYSICAL FITNESS
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

GIVING TUESDAY
JOINING THE SOCIAL MOVEMENT TO RAISE FUNDS FOR SPECIAL OLYMPICS MASSACHUSETTS
Presented by BOSTON CELTICS SHAMROCK FOUNDATION

COMMUNITY IMPACT

1.2M 258K 850K

RAISED BY THE BCSF TIP-OFF GALA RAISED BY OUR ‘18 MARATHON TEAM RAISED TO DATE BY BANGLE SALES