



CAVALIERS

COMMUNITY RELATIONS



EDUCATION PROGRAMS



READ TO ACHIEVE

Presented by Time Warner Cable and in association with Castaway Bay

Read to Achieve is a year-round campaign designed to help young people develop a life-long love for reading and encourage adults to read regularly with children. The program reaches thousands of elementary, middle and high school students in Northeast Ohio through incentive-based reading challenges, reading time-outs, book drives and

donations, and the construction of Reading & Learning Centers.

READING & LEARNING CENTERS

Presented by Sherwin-Williams

The development of Reading & Learning Centers throughout Northeast Ohio allows qualified non-profit organizations the opportunity to improve the condition of its current facility as well as to improve the quality of its literacy and educational programming.

Since 2004, the Cavaliers have created eleven Reading & Learning Centers at community-based organizations: St. Martin de Porres Family Center (Cleveland), Project: LEARN of Summit County (Akron), the Drew Gooden Reading & Learning Center at East End Neighborhood House (Cleveland), E. Prep Academy (Cleveland), the Eric Snow Reading & Learning Center at the Ed "Peel" Coleman Recreation Center (Canton), the Boys & Girls Club-West Side Club (Cleveland), Douglas McArthur Girls Leadership Academy (Cleveland), Kenneth Clement Boys Leadership Academy (Cleveland), AJ Rickoff School (Cleveland) and the Nordson Boys & Girls Club (Elyria), West Side Ecumenical Ministries (Cleveland).



FIT AS A PRO

Presented by Medical Mutual and Giant Eagle

Fit As A Pro is designed to encourage physical fitness and well-balanced nutrition among elementary school students in Northeast Ohio. Participating classrooms track the amount of physical activity they get each day and use a nutrition poster in the classroom as a teaching tool. The poster includes nutritional information such as the food guide pyramid and sample diets of Cavaliers players.



CAVALIERS/FIRSTMERIT SCHOLARSHIP PROGRAM

Presented by FirstMerit Bank

For the 21st year, the Cavaliers and FirstMerit Bank will award 10 high school seniors with a \$2,000 college scholarship. Graduating high school seniors must submit a 500-word essay, perform a high level of service in their communities and provide a high school transcript, ACT and SAT scores and one letter of recommendation from a high school faculty member.



HEAD OF THE CLASS

Presented by DDR

Head of the Class recognizes teachers in Northeast Ohio for making a difference in their students' lives both inside and outside the classroom. Teachers are nominated by their principals or peers, and six winners are chosen throughout the season based on their outstanding contributions to education. Cavaliers players, legends and mascot Moondog travel to each winner's school to surprise him/her with a super-sized ticket for a Cavaliers' home game. Head of the Class honorees also receive dinner for two at The Q, two tickets to a Cavaliers' home game and an on-court plaque presentation.



ALL-STAR KIDS

Presented by Cuyahoga Community College

All-Star Kids recognizes those middle school students in Northeast Ohio who are setting a positive example for their peers. These quality kids must demonstrate a positive attitude, good behavior and work hard in and out of the classroom. Students are nominated by their teachers or principals and six winners are chosen throughout the season. Cavaliers players, legend Campy Russell and mascot Moondog travel to each winner's school to surprise him/her with a super-sized ticket for a Cavaliers home game. All-Star Kids honorees also receive four tickets to a Cavaliers' home game, four Key Private Bank Court Club passes and an on-court plaque presentation.



STRAIGHT "A" ALL-STARS

Presented by Westfield Insurance

Straight "A" All-Stars rewards students for high scholastic achievement. The program is open to all elementary and middle school students (grades K-8) in Cuyahoga, Lorain, Summit, Medina, Portage, Geauga, Lake and Ashtabula counties. Students who receive straight A's at the end of the first and second grading periods are entered into a contest to win two (2) tickets to a Cavaliers home game! Three hundred entrants will win Cavaliers game tickets and a t-shirt, and everyone receives an official Straight "A" All-Star certificate and book cover.



CAVALIERS/MAJESTIC STEEL SCHOLARSHIP

Presented by Majestic Steel USA

The Cavaliers/Majestic Steel Scholarship Program awards students \$2,000 scholarships for the manufacturing programs at any one of the three local community colleges (Cuyahoga Community College, Lakeland Community College or Lorain Community College). Graduating high school seniors or first year college students already enrolled in the manufacturing programs at any of the three community colleges are eligible for the scholarships.

COLORFUL COMMUNITY

Presented by Glidden® Paint

The Cavaliers and Glidden® Paint have teamed up to make schools in our community more colorful. The "Colorful Community Contest" allows schools in Northeast Ohio to apply for the opportunity to have a classroom, hallway or other space repainted by the experts at Glidden Paint. The project is designed to help upgrade the facilities where schoolchildren learn by making them fresher, brighter and more colorful. For more information on the program or to nominate your school, please visit www.cavs.com.

ATHLETIC PROGRAMS

CAVALIERS

YOUTH HOOPS PROGRAM

Presented by Medical Mutual



The Cavaliers, in partnership with the National Basketball Academy, impact the lives of more than 1,000 young athletes across Northeast Ohio at various camps and clinics throughout the year. In addition to the ever popular Summer Camps, the Youth Hoops program hosts NEOEA Day Clinics, Holiday Clinics, Moondog Mini Dribblers program and private Cavs Youth Training Sessions.

WHEELCHAIR CAVALIERS

Presented by Cleveland Clinic and Invacare

The Wheelchair Cavaliers return to the court this season to entertain fans across the country with their basketball skill and athleticism. In addition, the team visits hospitals, schools and youth centers in the Northeast Ohio region to promote wheelchair basketball and performs during halftime of two Cavaliers home games.



OUTREACH INITIATIVES



SEASON OF GIVING

From Thanksgiving through the New Year, the NBA and its teams celebrate the "Season of Giving," a series of charitable visits and events designed to help feed the hungry, lift the spirits of ailing children and spread the joy of the holiday season to the underserved.



CAVALIERS & MONSTERS TOY DRIVE

Presented by Quicken Loans

The Cavaliers and Lake Erie Monsters make the holidays special for children in our community by hosting their annual Toy Drive. Fans can drop-off NEW toys at all Cavaliers and Monsters home games in December, and all toys are distributed to underserved children in Northeast Ohio.



BETTER HALVES

The Better Halves, wives and girlfriends of players, coaches, management and staff, are committed to supporting the Northeast Ohio community through in-game awareness campaigns, fundraising and volunteer efforts. The group focuses primarily on issues that deal with children, education, health, and women.



CAVALIERS LEGENDS

The mission of the Cavaliers Legends Alumni Program is to promote, enhance and preserve the team's lineage by acting as a resource of support for former players. The Legends group also allows fans to reconnect with the history of Cavaliers basketball and maintain strong relationships within its local and surrounding communities. Cavaliers Legends who are currently involved in the program include Austin Carr, Jim Chones, Barry Clemens, Danny Ferry, Larry Nance, Bingo Smith, Harry Davis and Elmore Smith.

ECO-MANIACS

The Eco-Maniacs, a group of Cavaliers Operating Company team members, strive to establish Quicken Loans Arena, the Cleveland Cavaliers, Lake Erie Monsters and ARAMARK as leaders in environmental stewardship in our local, state, national and global communities. Through employee participation and action, facility management and maintenance, and community outreach, we aim to become a leader in social responsibility and bring attention to the importance of protecting and nurturing the environment.

CAVALIERS HARVEST FOR HUNGER CAMPAIGN

Presented by Benesch

Harvest for Hunger—one of the largest annual, community-wide food and funds drives in the nation—provides critical resources to local hunger relief organizations in twenty-one counties in Northeast and North Central Ohio. At Cavs home games on March 25th, 28th and 30th, fans can donate canned goods and non-perishable items at all entrances of Quicken Loans Arena. For more information, please visit www.cavs.com.

COMMUNITY TICKET PROGRAM

Through the generosity of our players, season ticket holders and corporate partners, the Cavaliers are pleased to provide complimentary tickets to children and families who would not normally be able to attend a Cavaliers home game.



NBA Cares is the league's global community outreach initiative that addresses important social issues such as education, youth and family development, and health and wellness. The NBA, its teams, and players support a range of programs, partners, and initiatives that strive to positively impact children and families worldwide.

As part of the league's mission to demonstrate leadership in social responsibility, NBA Cares reaches communities through philanthropy, hands-on service, and legacy projects. Since the program's October 2005 launch, the league, players, and teams have raised more than \$110 million for charity, provided more than one million hours of hands-on service, and built more than 425 places where kids and families can live, learn, or play in communities around the world.

NBA Cares reaches millions of children and adults through special programs like NBA FIT and Basketball without Borders. The league and its teams and players also promote environmental awareness and sustainability through NBA Green. During high-profile league events like NBA All-Star and The Finals, community outreach efforts use the power of sport to affect positive social change.

Thanks to strong partnerships with internationally recognized community organizations such as Make-A-Wish, UNICEF, KaBOOM!, Habitat for Humanity, Boys & Girls Clubs of America, Hands On Network, Special Olympics, the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria, and the UN Foundation, NBA Cares works to improve communities in need around the world.

For more information about the NBA's latest community outreach efforts, log on to: www.nba.com/cares.



MISSION

Cavaliers Youth Fund (CYF), a fund of the Cleveland Foundation, supports programs designed to positively impact young people in the areas of education, recreation, employment and life skills with a particular emphasis on programs aimed towards at-risk youth. Since its inception in 1993, more than \$21,000,000 has been granted through the CYF to local nonprofit organizations.

PROGRAM GUIDELINES

Grants are made by Cavaliers Youth Fund in response to applications from organizations serving needs of the community. All applicants must be qualified tax-exempt organizations. The geographic area for consideration is Northeastern Ohio, with priority given to Cuyahoga and Summit counties. Secondary consideration will be given to organizations in Lake, Stark, Portage, Medina and Lorain counties.

ABOUT THE CLEVELAND FOUNDATION

Established in 1914, the Cleveland Foundation is the world's first community foundation and the nation's second largest today. We improve the lives of Greater Clevelanders by building community endowment, addressing needs through grantmaking, and providing leadership on vital issues. We would not exist today without the extraordinary generosity and vision of our donors.

For more information on the Cleveland Foundation, visit www.ClevelandFoundation.org.

IN-ARENA SILENT AUCTIONS

During select home games of the 2011-12 season, Home Game Auction hosts a silent auction to benefit the Cavaliers Youth Fund. The auction, held on the main concourse outside of Section 124, features unique autographed items from Cavaliers players as well as other athletes and entertainers.

CAVALIERS YOUTH FUND ALL-TIME GRANT RECIPIENTS

Achievement Center for Children	Council for Economic Opportunity in Greater Cleveland	ParkWorks
American Cancer Society	Cuyahoga Community College Fund	Personal Physicians' Care of Ohio
American Red Cross Cleveland Chapter	Cuyahoga Valley Association	Project LEARN
Bellflower Center for the Prevention of Child Abuse	Cuyahoga Valley National Park Association	Providence House
Berea Children's Home	Domestic Violence Center	Safe Landing Youth Shelter
Bicentennial Commission	East Akron Community House	Shoes & Clothes for Kids
Big Brothers Big Sisters of Cleveland	Easter Seals Northeast Ohio	St. Edward High School
Boys & Girls Clubs of Cleveland	Effective Leadership Academy	St. Mary's Parish CYO
Boys & Girls Clubs of Lorain County	Group Workcamps	St. Peter's School
Case Western Reserve University	HARAMBEE	Summit County Boys & Girls Clubs
Center for Families and Children	Hattie Larlham	Summit County CYO & Community Service
City of Cleveland Recreation Department	HELP Foundation, Inc.	Summit County Urban League
City Year	Inner City Schools—Diocese of Cleveland	The Akron Blind Center
Cleanland, Ohio	Juvenile Diabetes International, Inc.	The City Mission
Cleveland Botanical Garden	Lake Erie Girl Scouts Council	The Cleveland Society for the Blind
Cleveland Center for Economic Education	Lakemore United Community Council	The Eleanor Rainey Memorial Institute
Cleveland Christian Home	Leprechaun Foundation	The Foundation Fighting Blindness
Cleveland Clinic Foundation	Malone College	The Hanna Perkins School
Cleveland Education Fund	Marycrest	The Salvation Army
Cleveland FoodBank	NE Ohio Chapter of the National MS Society	The Sokol Greater Cleveland
Cleveland Housing Network	Neighborhood Centers Association	The Twelve, Inc.
Cleveland Initiative for Education	New Life Community	United Cerebral Palsy
Cleveland Scholarship Program	Ohio Cancer Research Associates	University Settlement
Cleveland State University Foundation	Ohio Caring Foundation	Urban League
Cleveland Women, Inc.	Old Stone Education Foundation	Visiting Nurse Association
	Pathway Caring for Children	West Side Ecumenical Ministry
		WVIZ-TV
		Youth Opportunities Unlimited
		YWCA of Greater Cleveland



CAVALIERS YOUTH FUND
GOLFCLASSIC
PRESENTED BY *Jani-King*

THE CAVALIERS YOUTH FUND GOLF CLASSIC *Presented by Jani-King*

The Cavaliers Youth Fund Golf Classic, presented by Jani-King, is a charity golf tournament benefiting the Cavaliers Youth Fund. The annual tournament, now in its 27th year, features a best-ball scramble at Firestone Country Club. The Classic has grown to become one of the most successful charity golf outings in Northeast Ohio, annually raising over \$100,000 for the CYF.



Moondog

Moondog has a unique connection not just to the Cavaliers, but to all of Cleveland. Cleveland is known worldwide as the Rock & Roll city. Famed Cleveland radio disc-jockey Alan Freed coined the phrase "Rock & Roll" and sparked a music explosion in the 1950's. Freed often referred to himself as the "Moondog" and his listeners as "Moondoggers."

The Cavaliers' Moondog is dedicated to following in the spirit of the original. Alan Freed was innovative, fun-loving, passionate and controversial. Moondog has proven to be the same.

This year Moondog will also embark on the Moondog 100k Challenge. The collection of charitable walks and runs focus on his role as a community ambassador by

committing his time to engage, excite and entertain at select charity walks and runs.

In at least 20 walks, Moondog will greet participants, warm up the crowd, and start the races off with the same energy normally reserved for Quicken Loans Arena.

Moondog's personal challenge is to reach 100k, one 5k walk at a time. Find out more about Moondog's 100k journey at moondog100k.com.

Unleash Moondog at your next event: 216-420-2101 – unleashthedog@cavs.com, cavfanatic.com/Moondog, twitter.com/cavsmoondog, facebook.com/moondog, papertrained.com, moondog100k.com, moondogphotos.com



Cavalier Girls

The Cavalier Girls, one of the hottest dance teams in the NBA, is a group of beautiful, enthusiastic and talented performers. The Cavalier Girls perform at all Cavaliers home games and make countless national and international community and corporate appearances throughout the season. Off the court, these amazing young women range from law school students to computer technicians to personal trainers.

If you would like more information about the Cavalier Girls or are interested in booking an appearance for a community, corporate or charitable event, please contact 216.420.2255 or email cavaliergirls@cavs.com.



The Scream Team

The Scream Team consists of explosive and exciting performers with the unbelievable ability to wow the fans with endless energy, precise dance moves, high-flying tumbling and break-dance stunts. Through their relentless efforts to always connect and entertain the Cavaliers fans, the Scream Team has earned national and international recognition as some of the best performers in the NBA. If you would like more information on the Scream Team or how to book the team for your corporate, community or charitable function, please call 216.420.2255 or email screamteam@cavs.com.