PISTONS







IN THE





COMMUNITY 25/26



At the Detroit Pistons, we believe basketball is at its best when it brings people together.

That belief fuels our vision to use the power of basketball to unite, entertain and be impactful. It's a commitment that extends far beyond the game itself.

On the court, winning basketball games has always been—and will always remain—our highest priority. But when Tom Gores became owner of the Pistons in 2011, he challenged us to broaden our definition of success. His vision was to build not only a championship organization, but also one that creates meaningful impact beyond the court by serving as a force for good throughout Detroit and across Michigan.

Since returning to Detroit in 2017, we've embraced that responsibility through meaningful investments in our communities. Together with our partners, we've helped advance transformational projects such as the multi-billion-dollar Future of Health development with Henry Ford Health, Tom Gores, and Michigan State University; the Tom Gores Family Foundation's investment in a new community center in Detroit's Rouge Park; and the $2.5 million renovation of more than 60 community basketball courts across the city. Alongside valued community partners, we continue to invest in opportunities that improve neighborhoods, expand access and create lasting impact across our city while activating around our three core pillars: Social Responsibility, Education & Mentoring, and Health & Fitness.

We're proud of the impact we've made—and the numbers tell a powerful story:

- Over 70,000+ participants across community programs
- 5,000+ basketballs distributed
- $100,000 in scholarships awarded at Black Excellence Scholarship Competition
- More than 9,500+ volunteer hours logged by employees
- 32,400+ tickets distributed through Community Ticket Programs
- 150+ schools and organizations supported through in-kind donations and volunteerism
- Over 50 Community Events & Activations

The 2025–26 Community Impact Report highlights the people, partnerships and programs that made these achievements possible. It celebrates the collective effort behind every success story and showcases the many ways basketball continues to unite and uplift our communities.

As we look ahead, we're proud of what we've accomplished together and energized by what's still possible. Because impact isn't created by one organization alone—it happens when a city comes together with a shared purpose.
Thank you for being part of this journey.

Warm regards,
Melanie Harris
President, Business Operations
Detroit Pistons

VISION

Use the power of basketball to unite, entertain, and be impactful

MISSION

Win by creating memorable and positive experiences

VALUES

Team First
Character & Accountability
Diversity & Inclusion
Community Commitment
Fan Commitment
Franchise Forward

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2025-26 BY THE NUMBERS



$100,000
IN SCHOLARSHIPS AWARDED AT BLACK EXCELLENCE SCHOLARSHIP COMPETITION



70,000+
PARTICIPANTS ACROSS ALL COMMUNITY INITIATIVES





9,500+
VOLUNTEER HOURS LOGGED BY EMPLOYEES



32,400+
TICKETS DISTRIBUTED THROUGH COMMUNITY TICKET PROGRAMS

50+
COMMUNITY EVENTS AND ACTIVATIONS

5,000
BASKETBALLS DISTRIBUTED

150+
SCHOOLS AND ORGANIZATIONS SUPPORTED THROUGH IN-KIND DONATIONS AND VOLUNTEERISM



SOCIAL IMPACT

2025 PeacePlayers International Friendship Games

The Detroit Pistons hosted the 2025 PeacePlayers International Friendship Games, bringing together young athletes from PeacePlayer's international sites (South Africa, Northern Ireland, and the Middle East) and U.S. sites (Baltimore, Brooklyn, Chicago, Detroit, and Los Angeles) for a week of basketball, leadership development, cultural exchange, and peacebuilding. The event also included a special one-day program that connected **200 Detroit youth** with participating athletes through games and interactive activities designed to foster understanding, collaboration, and sportsmanship.



Pistons For Peace

The Pistons hosted a 3-day initiative with PeacePlayers Detroit to bring together metro-Detroit youth and Detroit Neighborhood Police Officers to promote peace, non-violence, and mutual understanding; **25 youth worked to build 100 warming kits** and delivered them to the unsheltered population with the guidance of neighborhood police officers.

















Season of Giving

PRESENTED BY KROGER

To tip off the Season of Giving presented by Kroger, the Detroit Pistons hosted a holiday experience in collaboration with Henry Ford Health and Michigan State University, serving families across Southeast Michigan. Detroit Pistons and Motor City Cruise players, coaches, and staff distributed **1,200 Feed the Children food and essential boxes**, along with **500 turkeys and gallons of milk** provided by Kroger to support holiday meals. Families also received additional giveaways from Pistons partners including StockX, Gatorade, BELFOR Property Restoration, Savvy Sliders, McDonald's, and Delta Dental, helping to create a festive and impactful experience. Overall, the event supported **11 nonprofit organizations**, reinforcing the Pistons' commitment to uplifting the community during the holiday season.



Hoops For Troops

The Detroit Pistons celebrate and support military members through a series of impactful events and partnerships throughout the season.

The annual Hoops for Troops game honors veterans and active-duty personnel with in-game recognitions and over **750 donated tickets**.

Pistons employees sent **75 care packages** to military members overseas thanks to the Stronger Warrior Foundation.

Led by J.B. Bickerstaff, the Pistons also continued their partnership with the Empowerment Plan to provide **100 coat-sleeping bag hybrids** and boxed lunches to homeless veterans.

In partnership with United Dairy Industry of Michigan, the Pistons combated food insecutity among veterans through a Soldiers' Angels food pantry. Throughout the season, the team spotlights service members through their Hero of the Game recognition, reinforcing their ongoing commitment to honoring those who serve.



Girls Dream Big Summit

As part of the 8th Annual Girls Dream Big event, the Detroit Pistons welcomed **80 high school aged girls** for an afternoon of mentorship, career exploration, and connection with women across industries such as Sports, Technology, Esports, Construction, and Art.

GET IN THE GAME.

VOTE.

Civic Engagement

For the **6th straight year**, The Detroit Pistons turned their headquarters into an Election Day Receiving Board in support of Detroit City Clerk's Office.





30
TABLING ORGANIZATIONS

275+
ATTENDEES

Pride

To celebrate and support the LGBTQIA+ community, the Detroit Pistons hosted the organization's annual Pride Night at Little Caesars Arena. Extending that commitment beyond game day, the Detroit Pistons and Motor City Cruise also participated in Michigan's largest LGBTQIA+ celebration, the Motor City Pride Festival & Parade at Detroit's Hart Plaza, reinforcing our ongoing commitment to diversity, inclusion, and meaningful community engagement.

Social Impact Summit

In collaboration with the National Basketball Social Justice Coalition, the Detroit Pistons brought together key community stakeholders—including Project Clean Slate, Henry Ford Health, Michigan Secretary of State, and Safe & Just Michigan—to provide on-site services for attendees. Together, these organizations offered justice impacted individuals access to record sealing support, driver's license restoration, mental health resources, and additional assistance designed to help remove barriers to long-term stability and success.



EDUCATION & MENTORING

21st Annual Black Excellence Scholarship Competition

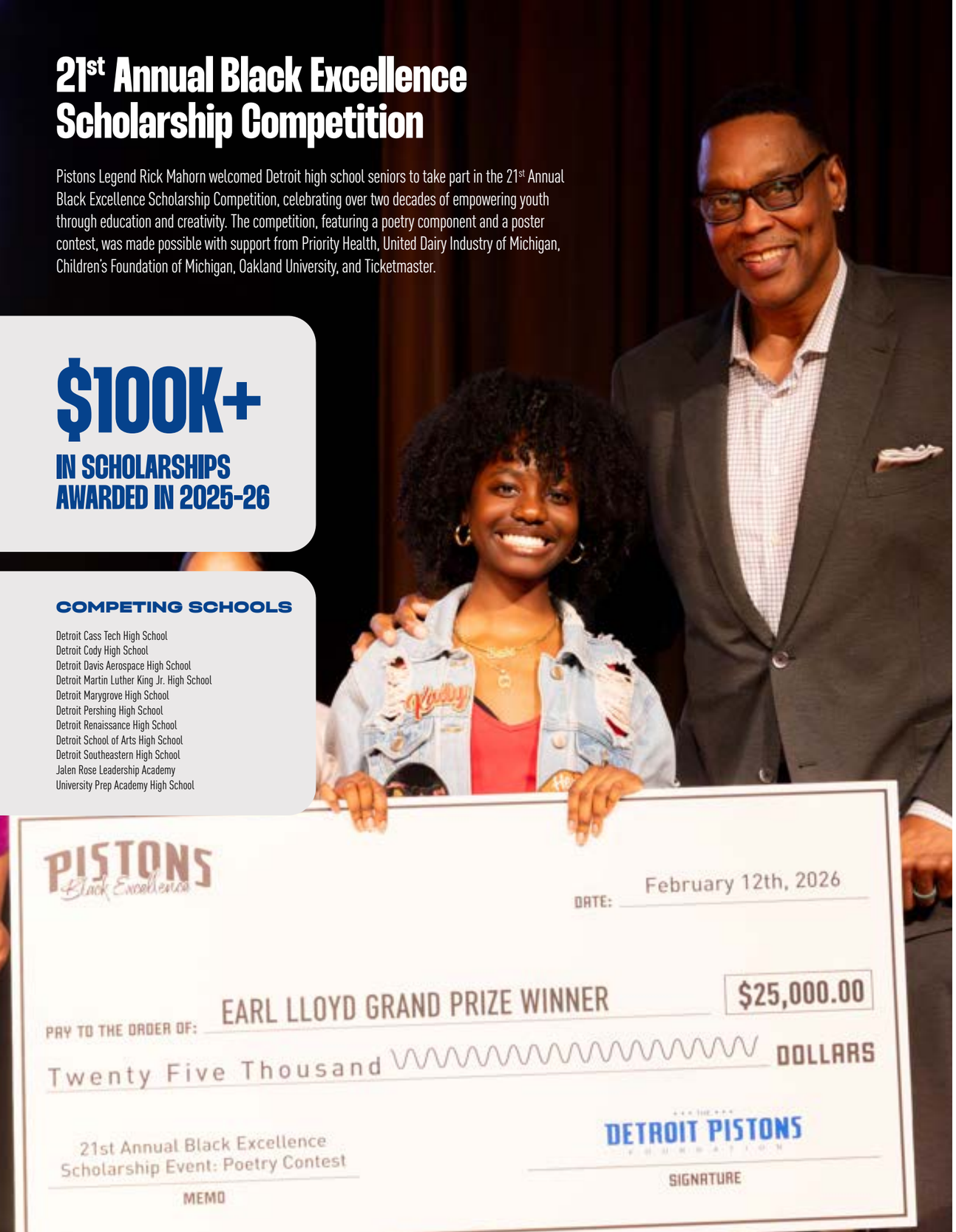
Pistons Legend Rick Mahorn welcomed Detroit high school seniors to take part in the 21st Annual Black Excellence Scholarship Competition, celebrating over two decades of empowering youth through education and creativity. The competition, featuring a poetry component and a poster contest, was made possible with support from Priority Health, United Dairy Industry of Michigan, Children's Foundation of Michigan, Oakland University, and Ticketmaster.

$100K+

IN SCHOLARSHIPS AWARDED IN 2025-26

COMPETING SCHOOLS

Detroit Cass Tech High School
Detroit Cody High School
Detroit Davis Aerospace High School
Detroit Martin Luther King Jr. High School
Detroit Marygrove High School
Detroit Pershing High School
Detroit Renaissance High School
Detroit School of Arts High School
Detroit Southeastern High School
Jalen Rose Leadership Academy
University Prep Academy High School

















5,500+

STUDENTS PARTICIPATED ACROSS SOUTHEAST MICHIGAN

Math Hoops

PRESENTED BY MICHIGAN FIRST CREDIT UNION

The 2026 Math Hoops season brought together students across Detroit to blend academic rigor and NBA excitement. The Mini Tournament, hosted at Rocket Arena, featured head-to-head matchups between Detroit and Cleveland teams and culminated in prizes and a Pistons vs. Cavaliers game experience for all participants. The Regional Tournament, held at the Henry Ford Detroit Pistons Performance Center, showcased high-performing Math Hoops teams from across the Detroit region. In partnership with Learn Fresh and Michigan First Credit Union, these events reinforced learning, collaboration, and student success.



7,000

STUDENTS ATTENDED



STEAM Slam

The 2026 STEAM Slam event, hosted in collaboration with CODE313, welcomed students from across Detroit for a two-day experience featuring hands-on science, technology, engineering, arts, and math activities, guest speakers, and interactive workshops designed to inspire the next generation of innovators.



Beyond the Baseline

At its core, Beyond the Baseline is a six-week summer program that provides Detroit high school students participating in Horizons-Upward Bound (HUB) at Cranbrook with exposure to careers in the sports industry through education, mentorship, and professional development. Participants complete a sports management course through HUB, engage in educational sessions at the Henry Ford Detroit Pistons Performance Center, and receive mentorship from Pistons employees to gain valuable industry insights and career guidance. In addition, Beyond the Baseline extends its impact year-round by hosting quarterly panel-style Chalk Talks for local youth organizations throughout metro Detroit, connecting students with professionals across the sports and business sectors.

Barbershop Books

The Detroit Pistons Foundation, in collaboration with Brilliant Detroit, proudly partnered with the award-winning early literacy initiative, Barbershop Books, across several Detroit barbershops. Designed to foster a love of reading among young boys, the program transformed barbershops into child-friendly reading spaces and equipped barbers with early literacy training.



Pistons Youth Council

The Detroit Pistons Youth Council is designed to develop young leaders from metro Detroit. Members gain hands-on experience in the sports industry, plan team bonding activities, and organize local events. The program fosters personal and professional growth by connecting students with community leaders and industry professionals.



Game Changers

PRESENTED BY HUNTINGTON BANK

Game Changers celebrates and rewards educators in Michigan who create meaningful change in their classrooms and communities. Selected based on nominations from school and community members, the winners are honored at Pistons game and awarded an all-expenses-paid trip to experience the Ron Clark Academy, an innovative and transformative educational program through Huntington's Ignite the Classroom program.

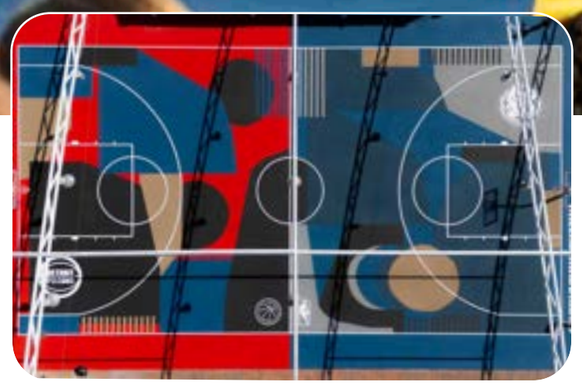
2025–26 WINNERS

Angel Ingram – University Prep Science & Math Elementary
Christina Giles – St. Vincent and Sarah Fisher Center
Zach Carr – Detroit Denby High School
Gabrielle Johnson - Detroit Public Schools Community District
Willie Thomas – Bates Academy



HEALTH & FITNESS





2025 Mexico City Game Legacy Project

As part of the NBA Mexico City Game 2025, the Detroit Pistons and Dallas Mavericks partnered with the NBA and NBPA to renovate a public basketball court in Mexico City. This project highlights how the power of basketball can foster inclusion, youth development, and civic pride, while reinforcing the NBA's commitment to leaving a meaningful legacy through sport across Latin America. The initiative culminated in a Dedication Event at Deportivo Azcapotzalco, accompanied by a Jr. NBA Clinic on the new court. The event featured NBA talent, executives from the league and both NBA franchises, and youth from a local nonprofit organization. Federal and local government representatives also attended, underscoring the importance of cross-sector collaboration in driving lasting social change.



Basketball for All

PRESENTED BY PRIORITY HEALTH

This initiative exemplifies the organization's commitment to equity, inclusion, and community empowerment through sport. The initiative has donated **over 70,000 basketballs** to Detroit youth and completed a **six-year, $2.5 million renovation of 60 basketball courts** across the city, creating safe and accessible spaces for play and development. Highlighted by the annual Basketball for All Night at Little Caesars Arena, this initiative further celebrates inclusiveness by spotlighting community partners and adaptive sports teams like the Detroit Wheelchair Pistons and Special Olympics Unified Games. Through these efforts, the Pistons continue to use basketball as a vehicle for social impact, fostering a culture of belonging and opportunity for all Detroiters.



Autism Court of Dreams

PRESENTED BY ACRISURE

The Detroit Pistons hosted an Autism Court of Dreams presented by Acrisure as part of the Basketball for All program for metro Detroiters with autism. The clinic included various fitness activities, such as basketball drills, games, and more!



Pistons Leveling the Playing Field

Leveling the Playing Field collects new and gently used sports and playground equipment from local youth sports communities, which is then sorted by volunteers and redistributed to schools and organizations serving under-resourced youth. This year, the Pistons unveiled five co-branded collection bins placed at various community-facing locations, creating a visible and accessible way for fans and community members to donate equipment while reinforcing the organization's commitment to increasing access to youth sports.

$58,897
WORTH OF SPORTING EQUIPMENT COLLECTED

36,160
LBS. OF GEAR SAVED FROM THE LANDFILL

40+
PROGRAMS SERVED



Breast Health Awareness

IN PARTNERSHIP WITH HENRY FORD HEALTH

The Detroit Pistons hosted their annual Breast Health Awareness Night to raise awareness around breast health and honor individuals at every stage of their breast cancer journey. The evening featured heartfelt moments including a special halftime recognition featuring breast cancer survivors.

In addition to the game, the Detroit Pistons supported the Komen Race for the Cure organized by the Susan G. Komen Foundation. The Pistons participated in the Detroit race with support from Pistons Dancers, Hooper, and staff volunteers.

PISTONS FIT
PRESENTED BY
HENRY FORD HEALTH

Pistons Fit

PRESENTED BY HENRY FORD HEALTH

Pistons Fit, presented by Henry Ford Health, is a year-round community wellness platform that encourages Detroiters to embrace healthier lifestyles. It is part of the Pistons' broader community engagement strategy and aligns with their Health & Fitness pillar.

PISTONS ACADEMY

Pistons Academy aims to create impactful, memorable, and positive experiences both on and off the court that inspire a passion and love for the game of basketball. Through a variety of camps, clinics, leagues, and youth development programs, participants receive unique access to Detroit Pistons experiences while learning from experienced, professional instructors who deliver an outstanding basketball experience from start to finish.

These programs provide opportunities for youth to develop their basketball skills, build confidence, and engage in a fun, supportive, and inclusive environment.







PISTONS ACADEMY CAMPS
PRESENTED BY THE CARPET GUYS

16

CAMPS SERVING

1,700

YOUTH

PISTONS ACADEMY LEAGUES
PRESENTED BY Children's Foundation

2

LEAGUES SERVING

300

PARTICIPANTS

PISTONS ACADEMY CLINICS
PRESENTED BY MILK MEANS MORE
United Dairy Industry of Michigan

14

JAM SESSIONS SERVING

1,095

PARTICIPANTS

59

SCHOOL ASSEMBLIES SERVING

5,000

STUDENTS

jr. NBA

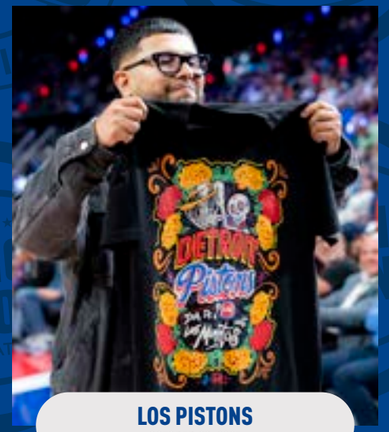
2,454

PARTICIPANTS

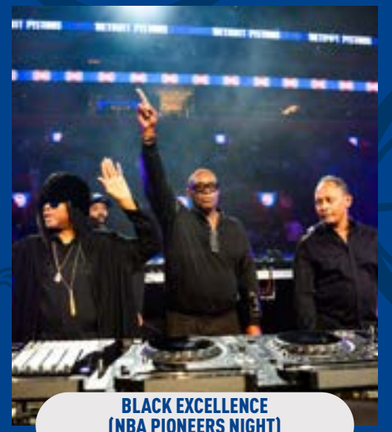
THEME GAMES



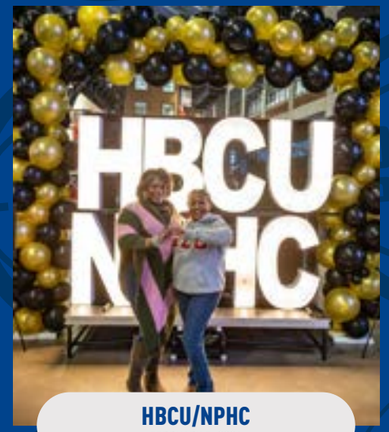
BREAST HEALTH AWARENESS
OCTOBER 27, 2025



LOS PISTONS
OCTOBER 29, 2025



BLACK EXCELLENCE (NBA PIONEERS NIGHT)
FEBRUARY 1, 2026



HBCU/NPHC
FEBRUARY 5, 2026



WOMEN'S EMPOWERMENT
MARCH 7, 2026



HOOPS FOR TROOPS
NOVEMBER 10, 2025



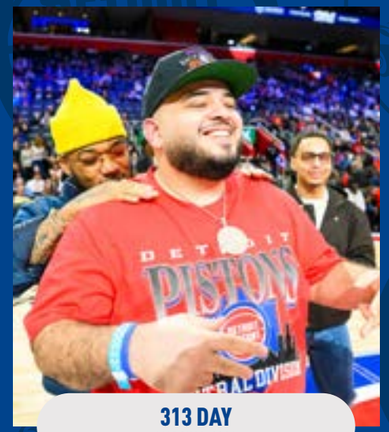
HOOPER'S BIRTHDAY
DECEMBER 6, 2025



HOLIDAY GAME
DECEMBER 20, 2025



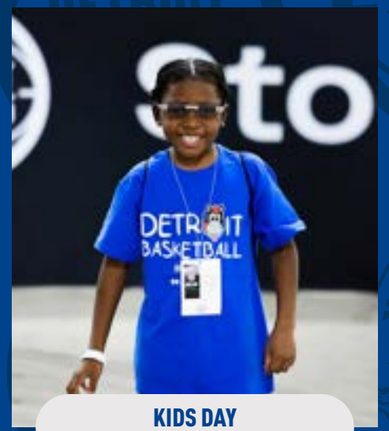
FIRST RESPONDERS
MARCH 12, 2026



313 DAY
MARCH13, 2026



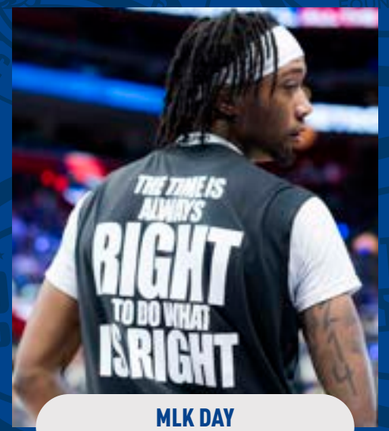
PRIDE
MARCH 26, 2026



KIDS DAY
DECEMBER 27, 2025



MENTORING
JANUARY 7, 2026



MLK DAY
JANUARY 19, 2026



BASKETBALL FOR ALL
MARCH 31, 2026



FAN APPRECIATION
APRIL 8, 2026



COLLEGE NIGHT SERIES
SEASON-LONG



TEAM INITIATIVES



Cade Cunningham

"A CADE CHRISTMAS"

Cade Cunningham hosted a special holiday experience to support families connected to the metro Detroit nonprofit organization, Give Merit. As part of this event, preselected families had the opportunity to attend the holiday experience and pick out toys, bikes, and items for their children to take home for the holiday season.





Tobias Harris

WOMEN OF EXCELLENCE

The Women of Excellence event, hosted by former Pistons forward Tobias Harris and the Tobias Harris Family Foundation, welcomed **30 women** nominated by their children for a special game day experience. This pregame activation included an exclusive meet-and-greet, personalized thank you cards from Tobias, and gift boxes featuring self-care essentials in recognition of each honoree.

TOBIAS HARRIS HOMEOWNERSHIP INITIATIVE

Tobias Harris launched the Tobias Harris Homeownership Initiative (THHI) to tackle Detroit's housing-affordability crisis by offering first-time buyers up to **40% down payment assistance** with no added monthly cost. In partnership with MI State Housing Development Authority (MSHDA), Guild Mortgage, and Homium, the program reduces mortgage burdens and opens pathways to long-term stability for working families. Backed by philanthropic support and grounded in Harris's deep personal connection to Detroit, the initiative aims to help residents build equity and remain rooted in their neighborhoods.

> **"Homeownership is one of the most powerful ways to build stability and generational wealth. With this initiative, I'm focused on expanding access to homeownership so Detroiters can plant roots and build equity in the city they call home. This is just the start."**
>
> TOBIAS HARRIS



SEASON OF SMILES

Tobias Harris celebrated his second annual "Seasons of Smiles" offering students and families in underserved communities a joyful start to the holiday season. Led by Tobias Harris—NBA veteran and dedicated youth advocate—the event created a meaningful opportunity for personal connection, confidence-building, and community support through a guided shopping experience designed just for kids. This year, a select group of deserving students enjoyed festive surprises, personalized holiday touches, and one-on-one interactions from volunteers, all with the goal of making the holiday especially memorable for youth who may not otherwise have the resources to celebrate.

PLAYER TICKETS

The Detroit Pistons provide players with the opportunity to donate tickets to Detroit youth and residents, supporting community programs and initiatives. Through this program, Tobias has donated a total of **150 tickets** for local groups throughout the season. Each ticket includes a custom Tobias Harris t-shirt and a food voucher for arena concessions.



Duncan Robinson

NBA CARES BOB LANIER COMMUNITY ASSIST AWARD WINNER FOR APRIL

Duncan Robinson was named the recipient of the NBA Cares Bob Lanier Community Assist Award for the month of April by the NBA and the National Basketball Players Association (NBPA). Robinson was recognized for his commitment to youth mental health and wellness, advocacy for stroke recovery support, and his efforts to expand community access and engagement across Detroit. In honor of his efforts, the NBA and the NBPA Foundation donated $20,000 to the Robinson Family Foundation (RFF). RFF, which was inspired by personal experiences, focuses on the connection between heart, mind, and body—advancing heart health education and recovery, promoting mental health awareness and suicide prevention.



During February and March, Duncan Robinson continued to make a meaningful impact through the Robinson Family Foundation (RFF), highlighted by the third annual Smash the Silence event. Presented by RFF for the first time, the event **raised more than $75,000** for the Stroke Foundation, with proceeds benefiting the Stroke Survivor Fund and helping provide critical physical, speech, and occupational therapy services to those in recovery. Robinson also partnered with Henry Ford Health to spend time with members of its Stroke Survivor Support Group, offering encouragement and support to individuals navigating their recovery journeys.

RFF further expanded its community impact with a **$10,000 donation** to The Christopher Robin Foundation, supporting efforts to reduce barriers to recovery and promote long-term mental and physical wellness. Through these initiatives and his ongoing charitable work in Detroit and Miami, Robinson continues to demonstrate leadership and service off the court, earning recognition as a finalist for the 2025–26 Twyman-Stokes Teammate of the Year Award.

PLAYER TICKETS

The Detroit Pistons provide players with the opportunity to donate tickets to Detroit youth and residents, supporting community programs and initiatives. Through this program, Duncan has donated a total of **150 tickets** for local groups throughout the season. Each ticket includes a custom Duncan Robinson t-shirt and a food voucher for arena concessions.



Ron Holland II

Ron Holland's community engagement efforts with the Detroit Pistons have been both dynamic and deeply personal, reflecting his commitment to youth empowerment, health, and local impact.

RON HOLLAND II SUMMER BASKETBALL CLINIC

In collaboration with the Pistons Academy, Holland hosted his first annual summer basketball camp which engaged directly with youth participants through coaching, mentorship, and high-energy encouragement. His presence offered young athletes a chance to learn from a current NBA player in real time.

OPERATION WARM COAT GIVEAWAY

Holland and The Holland Group Foundation hosted over **75 preselected families** from Detroit's Matrix Human Services for a holiday coat giveaway. In total, more than **150 winter coats** were distributed to children and families.





Paul Reed

HOLIDAY SURPRISE & DELIGHT

Detroit Pistons Forward Paul Reed hosted a Christmas Give Back Shopping Spree for **14 Detroit-area children** at DTLR, a local Detroit retail store. In addition, to the shopping spree, each child will receive tickets to an upcoming Detroit Pistons game. The event is hosted by DTLR in partnership with a local youth organization.

J.B. Bickerstaff

HOLIDAY SURPRISE & DELIGHT

In his second season with the Detroit Pistons, Head Coach J.B. Bickerstaff continued to make a meaningful impact off the court through his commitment to supporting the Detroit community. During the 2025-26 season, Coach Bickerstaff donated to The Heat and Warmth Fund (THAW), helping 10 families stay healthy, safe, and warm in their homes during the Christmas and New Year's holiday season by assisting with energy bill payments. He also contributed to The Empowerment Plan's Spread the Warmth campaign, funding the donation of **100 Sleeping Bag Coats** to unhoused military veterans. In addition, through the Pistons Ticket Program, Coach Bickerstaff provided **600 tickets across 14 Pistons home games to 15 nonprofit organizations**, creating opportunities for community members to experience Pistons basketball and strengthening the team's connection with organizations making a difference throughout the region.





TOBIAS HARRIS
150 TICKETS

Pistons Ticket Program

The 2025–26 season saw the Pistons Ticket Program continue its impactful legacy of connecting players and basketball staff with the community through the gift of game-day experiences. This initiative served as a vital bridge between Pistons athletes and Detroit residents, enabling meaningful fan engagement and access to live NBA action.

Throughout the season, a total of **2,223 tickets** were donated by a dedicated group of participants. Participants included Head Coach J.B. Bickerstaff, Assistant Coach Luke Walton, President of Basketball Operations Trajan Langdon, Basketball Operations EVP Michael Blackstone, Detroit Pistons guard Duncan Robinson, and former Pistons players Tobias Harris and Isaiah Stewart.



DUNCAN ROBINSON
150 TICKETS



LUKE WALTON
150 TICKETS



ISAIAH STEWART
75 TICKETS



JB BICKERSTAFF
600 TICKETS



TRAJAN LANGDON
600 TICKETS



TOM GORES FAMILY FOUNDATION

Toys for Tots

Pistons Owner Tom Gores, and his wife, Holly, along with the Detroit Pistons hosted over **750 families (1,500 children)** for a toy distribution through the Marine Toys for Tots Foundation located in metro Detroit. Marines, Hooper, Pistons Dancers, and Pistons employees came together to help families select toys for the holidays.

10,000
TOYS DISTRIBUTED









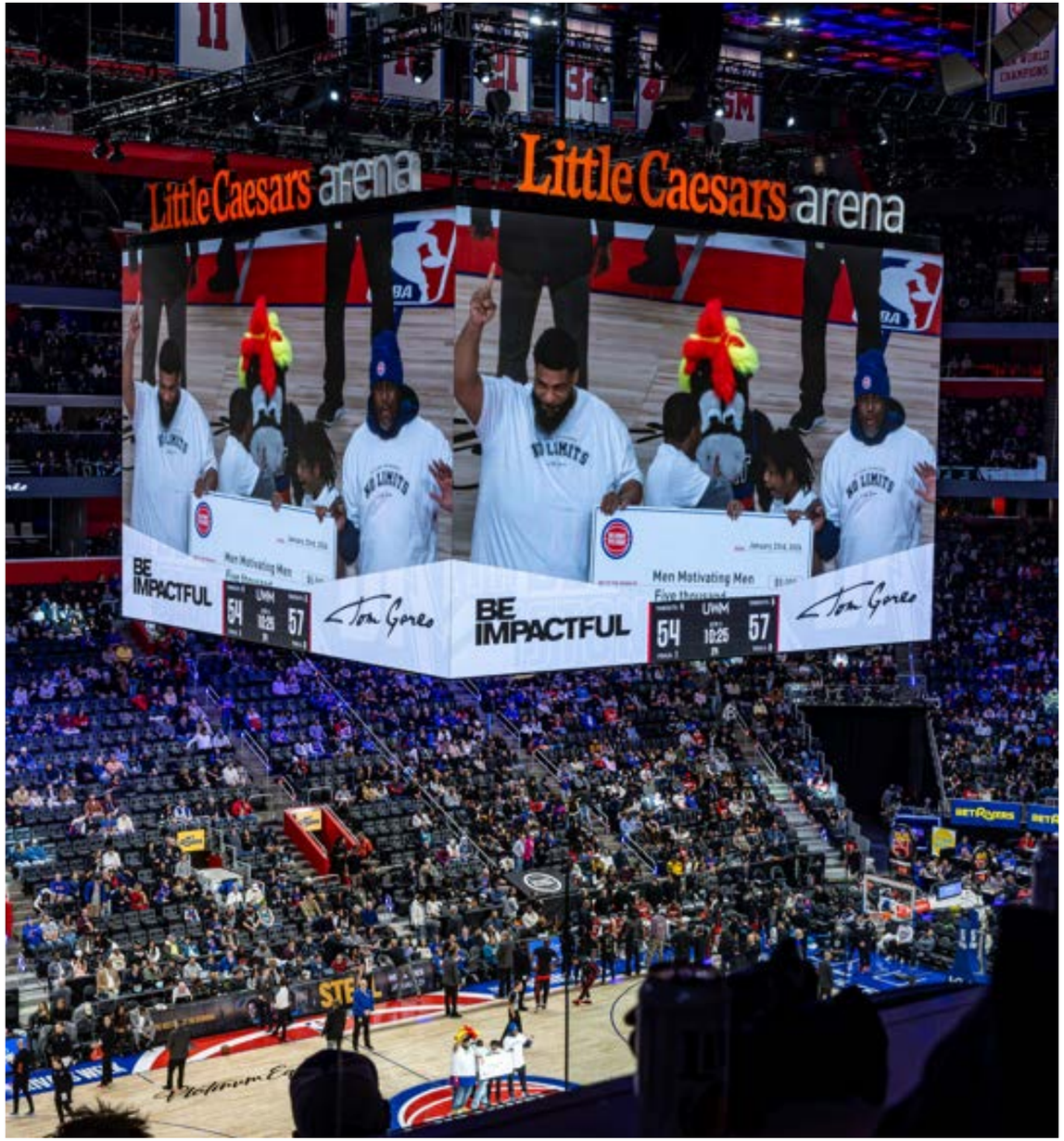






Voices for Children

Thanks to the generosity of Pistons Owner Tom Gores, and his wife, Holly, the Detroit Pistons hosted approximately **125 children** for a holiday party at Voices for Children in Flint, MI. The party consisted of appearances by Hooper, Pistons Dancers, Santa Claus, as well as a gift distribution for the children in attendance. Voices for Children Advocacy Center works to intervene the alarming number of children who are victims of abuse by educating, empowering, and enlightening the community, school-aged children, and parents about prevention factors.



Be Impactful Nights

The Be Impactful "Flint Night" initiative is a signature community engagement program led by the Gores Family Foundation. Designed to celebrate and uplift youth and community organizations, particularly in Flint, Michigan. It includes an immersive game-day experience, suite access, food, t-shirts, and in-game recognition. This season, 181 Teen Movement, Involved Dad, Men Motivating Men, Carriage Town, and CRIM Fitness Foundation were honored through this platform to highlight their impact.





SAY Detroit

Tom Gores donated $350,000 in December 2025 to SAY Detroit, the nonprofit founded by Mitch Albom that supports underserved communities through youth development, housing, healthcare, and education programs. The gift included $100,000 dedicated to mental health resources for children at the SAY Detroit Play Center. Gores has been a longtime supporter of the organization, contributing more than $2 million through the annual SAY Detroit Radiothon since 2017 while helping fund programs that teach youth philanthropy, entrepreneurship, media, and other life skills.



JRLA

Tom Gores and Platinum Equity provided $50,000 in scholarships to graduating seniors from the Jalen Rose Leadership Academy (JRLA), while also supporting mentorship and career development opportunities for students. Gores has been a longtime supporter of JRLA, helping advance the school's mission through scholarship funding, mentorship programs, sponsorship of the annual JRLA Golf Classic fundraiser, and major philanthropic investments, including a $1 million gift to enhance the school's facilities and infrastructure. His ongoing support has helped expand educational opportunities and resources for Detroit students.





Brennan/Rouge Community Center Development

The Brennan/Rouge Community Center Development is a landmark community investment led by Pistons Owner Tom Gores, the Tom Gores Family Foundation, the Detroit Pistons and the City of Detroit. Located in Rouge Park on Detroit's west side, the project will feature a new **25,000-square-foot multi-use recreation center** adjacent to Brennan Pool, bringing much-needed indoor recreational, educational, and community programming to the Cody-Rouge neighborhood. Supported by a commitment from the Tom Gores Family Foundation, the development also includes improvements to the existing pool facilities and was shaped through extensive community engagement to ensure residents help define the center's amenities and services.

More than a recreation facility, the Brennan/Rouge Community Center represents Mr. Gores' and the Pistons organization's commitment to creating lasting social impact in Detroit. The initiative emerged from conversations among Pistons players, coaches, executives, and ownership about expanding the organization's community impact and advancing opportunities for youth and families. Once completed, the center will provide a safe, accessible hub for sports, wellness, learning, and community gathering while helping address a longstanding lack of indoor recreational space in the area. Through this investment, the Pistons and Tom Gores are helping strengthen neighborhood connectivity, improve quality of life, and create new opportunities for residents in one of Detroit's largest communities.



★ ★ ★ THE ★ ★ ★

DETROIT PISTONS

FOUNDATION



THE DETROIT PISTONS FOUNDATION

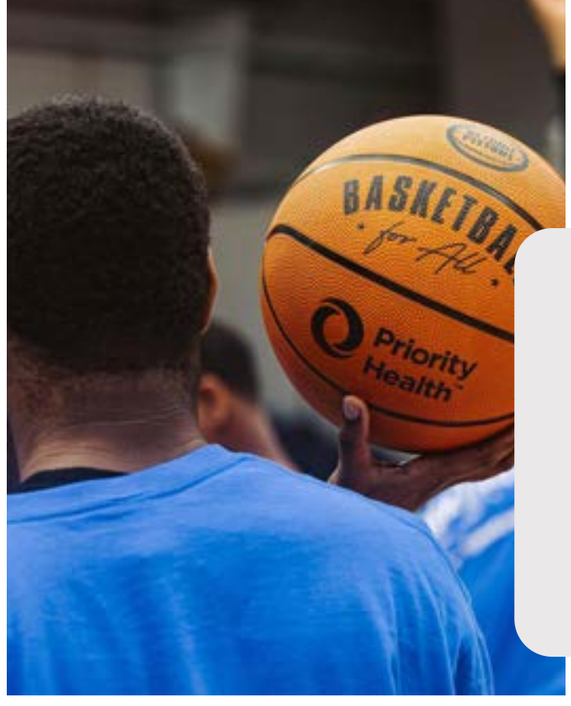
The Detroit Pistons Foundation is committed to making a lasting impact in the Detroit community by supporting organizations in metro Detroit who share our values and goals. Through strategic partnerships and targeted funding with local organizations, the Foundation has a meaningful impact in the areas of social responsibility, education and mentoring, and health and fitness.

The Detroit Pistons Foundation awarded $130,000 in grants to support community programming, activities, and youth empowerment sessions throughout the summer.

WWW.PISTONS.COM/FOUNDATION







Pistons Neighbors Program

The 2025 Pistons Neighbors Program energized Detroit's parks with free, family-friendly programming at public parks across the city from June through August. Powered by the Detroit Pistons Foundation in partnership with Come Play Detroit and the Parks Coalition, the initiative offered a variety of drop-in activities, including sports clinics, dance classes, visual arts experiences, and fresh produce distribution made possible by Priority Health, creating vibrant community gathering spaces throughout the summer.



$30,500 RAISED

Pistons Assist

Pistons Assist allows individuals to round up their concession stand purchases at Pistons home games, contributing to the Detroit Pistons Foundation and supporting our community. This initiative helps make a positive impact on the lives of those in need.



50/50 Payday

At select home games, one fan will win 50% of the Payday jackpot for that night with the remaining proceeds going to the Detroit Pistons Foundation and local nonprofit organizations.

Benefitting groups:

A Kid Again
Alpha Esquires
Blood Cancer United
Communities First Inc.
Detroit Enrichment
Detroit Metro Hockey
Groves Athletic Boosters
MADPAC Boosters
McKinney Foundation
Methodist Children's Home Society
Michigan Outlawz
Michigan Urban Youth Alliance
Redford Seahawks
Reimagine Life
St. Jude
The Treasure Within
United Force
Urban Alliance

$370,885 RAISED





$100K+

RAISED FOR THE FOUNDATION





"Voice of the Game" Detroit Pistons Foundation Dinner

The Detroit Pistons Foundation was proud to host its inaugural Fundraising Dinner, an evening dedicated to advancing our shared commitment to Social Impact, Education & Mentoring, and Health & Fitness across metro Detroit. This milestone event honored the legendary Voice of the Pistons, George Blaha, as he celebrated an incredible 50 years as the Detroit Pistons' broadcaster. Guests enjoyed dinner, an engaging fireside chat featuring George Blaha and Greg Kelser, silent auctions, exclusive gifting opportunities, and live entertainment. The night celebrated community, impact, and a legacy of excellence—while supporting organizations that make a difference every day.



PISTONS IN THE COMMUNITY



Future of Health

Detroit's Future of Health is a transformational **$3 billion development** centered in Detroit's New Center neighborhood and led through a partnership between Henry Ford Health, Michigan State University, and Tom Gores and the Detroit Pistons. The initiative is designed to create a premier academic medical destination while revitalizing the surrounding community through a mix of healthcare, research, housing, retail, and public spaces. At its core is a major expansion of Henry Ford Hospital, including a new state-of-the-art patient tower, expanded emergency and specialty care facilities, and modern clinical infrastructure that will support advanced patient care, medical education, and research for decades to come.

Beyond healthcare, the development aims to create a vibrant, walkable neighborhood where people can live, work, learn, and thrive. Plans include a new Henry Ford Health + Michigan State University Health Sciences Research Center, more than 600 mixed-income housing units, retail and community spaces, green space, and infrastructure improvements. The project is expected to generate significant economic impact through thousands of construction and permanent jobs, increased investment in the New Center district, and a focus on health equity, community engagement, and long-term neighborhood growth. Construction is underway, with major components scheduled to open between 2027 and 2029.







Pistons Legends

Pistons Legends continue to make a lasting impact beyond the basketball court by serving as ambassadors for the organization throughout the community. Through appearances at youth programs, school visits, charitable events, and community initiatives, former players help inspire the next generation while strengthening connections between the Detroit Pistons and fans across the region. Their commitment to giving back reflects the franchise's core values of leadership, service, and community engagement, ensuring that the legacy of Pistons basketball continues to positively influence lives throughout metro Detroit.



9,500+
HOURS LOGGED

Mission 313

Mission 313 is an employee volunteer initiative that encourages all Pistons players, coaches, and staff to dedicate at least 31.3 hours annually to community service. The program reflects the organization's commitment to making transformative improvements in Detroit and the surrounding areas.

Pistons ERGs

Employee Resource Groups (ERG) are voluntary employee-led groups based on specific interests, similarities, and/or allyship that group members possess. ERGs provide employees with an opportunity to connect, engage, and leverage their employee experience to positively impact the business and their own development.

We are proud to have six ERGs:

ALLY Starts With ALL

All Starts With All (LGBTQIA+)

EMPOWERMENT • BLACK • RESOURCES • INSPIRING • DEVELOPMENT • GROWTH
DETROIT PISTONS

Black Resources Insights Driving Growth and Empowerment (BRIDGE)

DET EMERGING TALENT

Detroit Emerging Talent (DET)

DETROIT PISTONS ¡HOLA! DET

¡HOLA! (Hispanic/Latinx)

PISTONS PARENT NETWORK

Pistons Parent Network

PISTONS PWR WOMEN'S RESOURCE

Pistons Women's Resource

Pistons Power Humanity Community Conversations

Through these candid community conversations, the Pistons CSR team engage with community partners in a candid conversation focused on various hurdles the community faces, and meaningful ways we can work together to combat these issues and create more access and opportunities for our community members across the metro Detroit area.

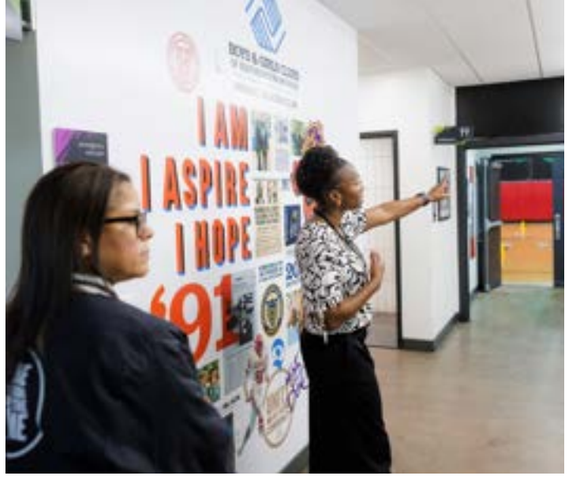


32,400+
TICKETS DISTRIBUTED IN 2025-26

Community Tickets

The Community Ticket Program offers non-profit organizations complimentary tickets for select Pistons games throughout the season. These tickets can be utilized by organizations as a gift to worthy individuals who would not normally have the ability to purchase tickets for an NBA game.





NBA Foundation Detroit Workshop

This season, the NBA Foundation team conducted a two-day visit to Detroit to meet with representatives from the Detroit Pistons and explore opportunities to further strengthen the Foundation's impact in the Detroit market through strategic grantmaking. During the visit, the NBA Foundation and Detroit Pistons co-hosted a grantmaking workshop attended by 44 Pistons community partner organizations. The trip was highlighted by a in-game check presentation recognizing the NBA Foundation's current metro Detroit grantee recipients and celebrating their ongoing work to create economic opportunity in the region.

60
GRANTS AWARDED

$6,366,776
TOTAL INVESTMENT

18
LOCAL GRANTS AWARDED

$3,830,000
INVESTED IN LOCAL GRANTS

Key organizations supported: Detroit Phoenix Center, DBG Detroit, Sphinx Organization, Detroit Employment Solutions Corporation, Athlete Transition Services Corp., Give Merit, Inc., Bing Youth Institute, Boys & Girls Clubs of Southeastern Michigan, InsideOut Literary Arts, Mosaic Youth Theatre of Detroit, Focus: Hope



MOTOR CITY CRUISE

ONE CRUISE

The "One Cruise" community mission is to use the game of basketball as a vehicle for change that will inspire and impact the Detroit community. The three pillars of focus are Social Impact, Education & Mentoring, and Health & Fitness.



2,600+
PARTICIPANTS ACROSS ALL CRUISE COMMUNITY INITIATIVES

2,758
COMMUNITY TICKETS DISTRIBUTED

90+
SCHOOLS AND ORGANIZATIONS SUPPORTED THROUGH IN-KIND DONATIONS AND VOLUNTEERISM

5,000+
ATTENDEES AT CRUISE EDUCATION DAY GAMES

260
STUDENT PARTICIPANTS

Buckets Over Bullying

The Motor City Cruise partnered with Buckets Over Bullying and the Organization for Social Media Safety to deliver an impactful educational program at Cornerstone Jefferson-Douglass Academy. The initiative combined engaging activities with lessons on responsible online behavior, social media safety, and cyberbullying prevention, helping students better understand the importance of positive digital habits. The visit concluded with a high-energy pep rally featuring Nitro, interactive games, contests, and school-wide challenges that fostered community and reinforced key messages. Additionally, during a Cruise Education Day game, social media influencer, Tristan Jass, hosted a trick-shot contest and shared insights on cyberbullying prevention.



Nitro School Tour

The Nitro School Tour is designed to connect with students across metro Detroit through engaging and memorable school visits. Throughout the season, Motor City Cruise mascot Nitro visited local schools to interact with students, answer questions, participate in basketball activities, and promote the value of education and teamwork. The tour also serves as a key outreach initiative to build excitement and awareness for the team's upcoming Education Day games.

900
STUDENT AND EDUCATOR PARTICIPANTS



Participating schools: Eastland Middle School, Emerson Elementary-Middle School, Munger Elementary-Middle School, New Paradigm College Prep, Ralph W. Emerson Elementary-Middle School

Community Playmaker

The Cruise Community Playmaker recognition honors individuals who create meaningful impact across Metro Detroit through community-focused leadership, service, and advocacy. The award celebrates those who strengthen local connections, expand opportunities, and drive lasting positive change, while providing a public platform to recognize the vital role community leaders play in making Detroit stronger, more connected, and more inclusive.

2025–26 COMMUNITY PLAYMAKERS:

Anita Zavala – Detroit Hispanic Development Corporation
Camera Stevens – Michigan Science Center
Courtney Smith – Detroit Phoenix Center
Daniel Washington – NW Goldberg Cares
Danyell Robinson – Detroit Police Department
James Harris – Detroit Fire Department
Keith Butler – Detroit Boys Mentoring
Kevin Heard – LGBT Chamber of Commerce
Kimberly Johnson – Developing K.I.D.S.
Monica Thompson - Cornerstone Jefferson Douglass Academy
Nicole Pilgrim – Matrix Human Services
Sharnese Harris – The Konnection





Michigan Science Center Visit

In partnership with Cirba Solutions, the Michigan Science Center visit provided students with an engaging STEM experience featuring interactive exhibits, hands-on science demonstrations, and a surprise appearance by Nitro. The initiative showcased the power of collaboration in expanding access to inspiring, experiential learning opportunities. **150 students** attended the visit.



NW Goldberg Cares HoopFest

The Cruise were proud to partner with NW Goldberg Cares for HoopFest, a celebration of basketball, wellness, and community. The event brings people together, promotes healthy lifestyles, and honors the enduring legacy of neighborhood leader Curtis Jones. There were **125 attendees** at the event.



Detroit Youth Sports Showcase

The Detroit Youth Sports Showcase provides a free, hands-on opportunity for young athletes to explore basketball, tennis, soccer, hockey, and more. In partnership with the Detroit Riverfront Conservancy and Project Play, the event unites local organizations committed to expanding youth access to sports and encouraging active, healthy lifestyles. There were **260 attendees** at the event.





Youth All-Star Draft

The MCC Youth All Star Draft brought together standout boys and girls from our 2025 summer activations, giving them a draft day experience they'll never forget. From hearing their names called to stepping onto the court for the all star game, each young athlete got a true taste of what it feels like to be chosen, celebrated, and cheered on.

30
YOUTH SELECTED

Halloween in the D Cruise Fanfest

Motor City Cruise Fanfest proudly partnered with the City of Detroit for Halloween in the D, the city's annual celebration of safe, family-friendly Halloween fun. Through activities like trunk-or-treating, carnival games, and a free youth basketball combine led by Pistons Academy, the event brought families together while reflecting the Motor City Mentality through community engagement and positive impact.

315 **ATTENDEES**



EDUCATION DAY GAMES
DECEMBER 3, MARCH 10, MARCH 25



SMALL BUSINESS
NOVEMBER 8



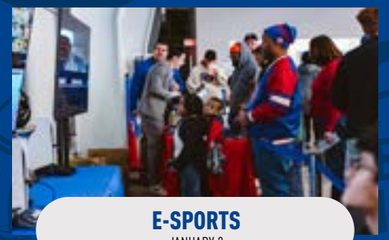
DINO
NOVEMBER 29



SEASON OF GIVING
DECEMBER 10



PRIDE
DECEMBER 30



E-SPORTS
JANUARY 3



HOOPS FOR TROOPS
JANUARY 4



NITRO'S BIRTHDAY
JANUARY 11



BLACK EXCELLENCE
JANUARY 22



BREAST HEALTH AWARENESS
FEBRUARY 1



WOMEN'S EMPOWERMENT
FEBRUARY 20



HISPANIC HERITAGE
FEBRUARY 22



STAR WARS
MARCH 27



FAN APPRECIATION
MARCH 28

THEME GAMES

THANK YOU COMMUNITY PARTNERS

360 Detroit
A Girl Like Me
Affirmations
Alpha Kappa Alpha Sorority, Inc (Metro Detroit Chapter)
Alkebu-lan Village
Alpha Phi Alpha Fraternity, Inc. (Gamma Lambda Chapter)
Alpha Phi Alpha Fraternity, Inc (Pi Upsilon Chapter)
Alternatives for Girls
American Cancer Society
Asset Preservation Capital
Athlete Transition Corp
Battier Takes Charge
Black Family Development
Black Legacy Advancement Coalition
Black Sports Professionals Detroit
Boys and Girls Club of Greater Flint
Boys and Girls Club Southeastern Michigan
Buckets Over Bullying
Cass Community Services
Caught Up
Center For Success
Central Detroit Christian
Chozen Mentoring
City of Detroit
Code 313
Come Play Detroit
Communities First, Inc.
Community Relations Ombudsperson Wayne County
College Career & Beyond (Midnight Golf Program)
Cornerstone Jefferson Douglass Academy
Covenant House Michigan
Destined for Greatness
Detroit College Access Network
Detroit Employment Solutions Corporation
Detroit Enrichment Group
Detroit Fire Department
Detroit Food Academy
Detroit Hispanic Development Corporation
Detroit Parks Coalition
Detroit Phoenix Center
Detroit Police Athletic League (Detroit PAL)
Detroit Police Department Neighborhood Police Officers
Detroit Regional LGBT Chamber of Commerce
Detroit Rescue Mission Ministries
Detroit Riverfront Conservancy
Detroit Wayne Integrated Health Network
Developing Kingdoms In Different Stages (K.I.D.S.)
Downtown Boxing Gym
Detroit Public Schools Community District
Detroit Public Schools Community District (DPSCD) Foundation
E-Community Outreach Services
Eastland Middle School
Focus: HOPE
Free Mom Hugs
Game on Cancer
Give Merit
Glean For Teens
Goodwill of Greater Detroit
Green Living Science
Hope Ignites
Horizons Upward Bound at Cranbrook
Housing and Revitalization Department
Inner City Youth Group
Iota Phi Theta Fraternity, Inc (Alpha Gamma Omega Chapter)
Junior Achievement SE Michigan
Kappa Alpha Psi Fraternity, Inc. (Detroit Alumni Chapter)
Kids-Talk Children's Advocacy Center
La'Nice
Ladies Entrepreneur Empowerment Corporation
Lakeshore Legal Aid
Learn Fresh
Leveling The Playing Field
LGBT Detroit
Life Remodeled
Lighthouse Outreach Center
Mack Youth Foundation
Matrix Human Services
Methodist Children's Home Society (MCHS) Family of Services
Mercantile Bank
Michigan Department of State | Mobile + Table
Michigan Roundtable for Just Communities
Michigan Science Center
MI Urban Youth Alliance
Mostyn Community & Educational Development
Munger Elementary-Middle School
Neighborhood Legal Services Michigan
Neighborhoods of District 5
New Paradigm College Prep
Northern Midwest Regional Council of Carpenters
NW Goldberg Cares
Operation Breast Density
Orchards Children's Services
Organization for Social Media Safety
Osborn Academy
Osborn High School
PeacePlayers International
PFLAG Detroit
Project Clean Slate
Project Play
Pure Heart Foundation
Ralph W. Emerson Elementary-Middle School
Ruth Ellis Center
S.A.Y. Detroit
Safe & Just
Salvation Army
Selfridge
Sigma Gamma Rho Sorority, Inc (Detroit Alumnae Chapter)
Sheriff Center
Sisters Network
SmartBus
Soldier's Angels
Sound Mind Sound Body Academy
St. Vincent and Sarah Fisher Center
Stronger Warrior Foundation
Susan G. Komen
TACOM
TAPS
Taylor Made Re-Entry
The Detroit Boys Mentoring
The Greening of Detroit
The Guidance Center
The Konnection
The McKinney Foundation
The Pink Fund
The Yunion
TimeDone
Toys for Tots
U.S. Department of Veterans Affairs (VA)
Urban Alliance Detroit
USAG Arsenal
United Service Organizations (USO)
USTA
Vanguard
Vera Institute of Justice
Vision to Learn
Voices For Children Child Advocacy Center
Voting Access For All Coalition
Wayne State Student Veterans
Workforce Development Institute
Zeta Phi Beta Sorority, Inc (Beta Omicron Zeta Chapter of Detroit)

COMMUNITY TEAM



NICOLET LEWIS
EVP, Chief People Officer



CHRIS ECONOMEAS
Vice President, Community &
Social Responsibility and Pistons Foundation



STERLING LITTLEJOHN
Director, Community &
Social Responsibility



TIARA TINNIN
Community & Social Responsibility
Manager & Pistons Foundation
Executive Director



BRITTNEY PETERSON
Sr. Coodinator, Community &
Social Responsibility



FAITH SHEFFIELD
Community & Social Responsibility
Coordinator



GALIA DIRCIE
Community & Social Responsibility
Coordinator (G League)

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