

AEG OAKLAND COMMUNITY FOUNDATION

2012-2022 COMMUNITY IMPACT REPORT





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COMMUNITY LETTER

As I reflect on the successes from 2022 at Oakland Arena and RingCentral Coliseum, I am proud to highlight our achievements in partnering throughout Oakland and Alameda County on community activations. Since 2012, the privilege and opportunity to contribute to the community is a great success for the ASM Oakland team.

Our 2022 annual report gives you a snapshot into what events we have been able to develop and give back to the community. This year, AEG Oakland Community Foundation was successful in encompassing our mission statement of serving children and families in need.

As you read on, you will see the immense work done in collaborating with local community entities in planning and executing efficient, well run community events that will be most impactful to attendees. The goal for the community events is to provide meaningful, and useful aid that families and children will never forget. This is a reminder of how special the communities of Oakland and throughout Alameda County are to the Community Foundation.

Thank you for your time in learning about the AEG Oakland Community Foundation. Our hope in all of this is to be given the opportunity to continue to serve the community through the foundation events. We are part of this community, and always want the children & families of our cities within Alameda County to know our commitment to them.

Nicole Strange
General Manager, Oakland Arena & RingCentral Coliseum



READ ACROSS AMERICA

In honor of Dr. Seuss's birthday and National Read Across America Day, the community foundation promotes literacy by selecting a school to donate new books to their school library or for the children to take home. We work with the principal and teachers to identify specific books to purchase for students from kindergarten to sixth grade. ASM Oakland employees join the event and read aloud to students, often sharing their educational journey.

This year, we collaborated with Ruus Elementary in Hayward and donated 300 books to students. Books were purchased based off the grade level curriculum and ASM staff distributed the books to the students. The books from a local, small business bookshop!



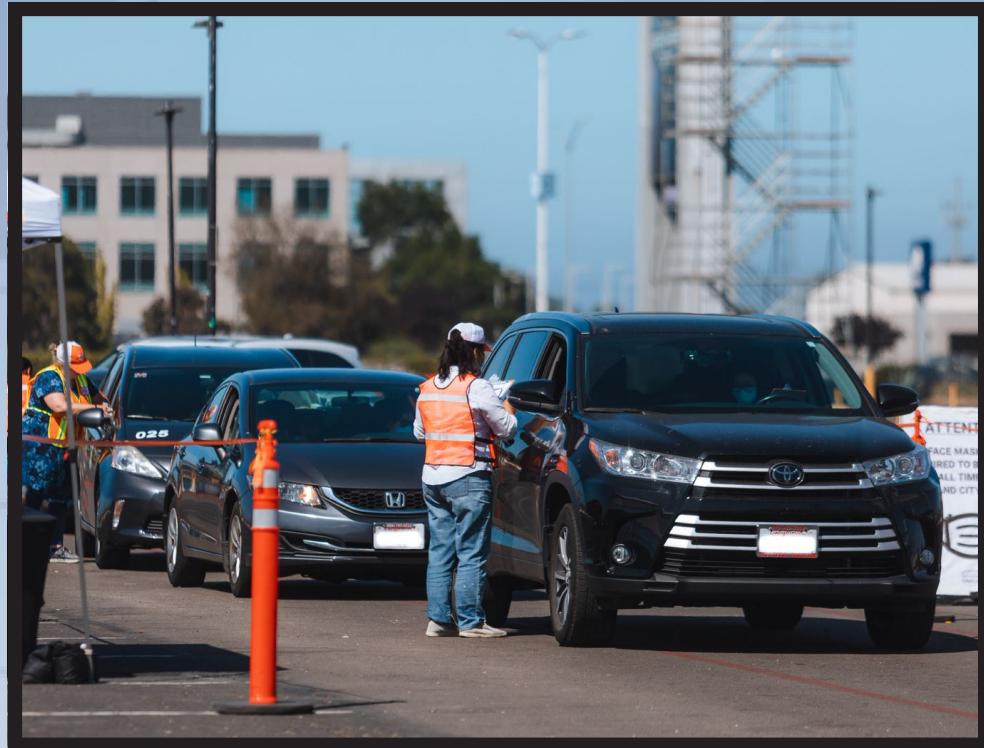
JOB SHADOWING



The Job Shadowing Program was established as a partnership that brings educators, industry professionals and community partners together to create a memorable education opportunity for high school students. Youth participants gain valuable experience and insight into the world of work through direct observation, hands-on activities and close engagement with team members. The program inspires local students and provides them with work readiness skills.

For the 2022 Job Shadowing Program, we partnered with East Bay Consortium, a college readiness non-profit. We hosted five students who met with ASM staff and learned about careers at Oakland Arena & RingCentral Coliseum.

BOOSTER SEAT GIVEAWAY



California law requires children of a certain age and weight to ride in a booster seat. Unfortunately, too many parents are unable to afford one. We have partnered with Safe Kids Alameda County Coalition and AAA over the years to provide free new booster seats to families. In 2022, the AEG Oakland Community Foundation distributed 250 booster seats.



HALLOWEEN EVENT

For the AEG Oakland Community Foundation's 8th annual Halloween event, 170 students from Lincoln Elementary in Oakland were invited for a safe trick-or-treating experience on the Oakland Arena event floor. The students enjoyed a trick-or-treat lane where the staff passed out candy and had a chance to enjoy activities such as meeting animals from a mobile petting zoo, learning about recycling from Stop Waste, face painting, balloon making, pumpkin decorating and ended the event with a lunch.

COLLEGE PREP FINANCIAL AID WORKSHOP



In partnership with East Bay Consortium, an Oakland based non-profit whose mission is to assist students in reaching higher educational goals, the AEG Oakland Community Foundation hosted a college financial aid workshop. Alameda County students and their guardians were invited to learn about applying for college financial aid. East Bay Consortium provided technical tools and computers, if needed, so students can properly apply for their financial needs for college. ASM donated tickets to an upcoming show or event for a raffle attendees were able to enter into.



SEASON OF GIVING

This was the second annual season of giving where ASM Oakland worked with local nonprofits to give back for the holiday season. For 2022, we held a canned food drive for Arena staff to donate canned food to a local food service non-profit Arsola's Kitchen. Arsola's aids with housing services and food distribution for families that are a part of their program.

We also participated in Brighter Beginning's Adopt A Family Program for the second year straight and were able to provide gifts for low income families. Through the 'adoption' process, low-income families are matched with a donor who purchases gifts and/or gift cards to provide seasonal gifts for the family. The ASM staff planned a gift wrapping party where the team was able to wrap all the gifts for the families. It was a wonderful way to get staff involved in such an impactful donation.

PAST COMMUNITY EVENTS



BACK TO SCHOOL SHOE GIVEAWAY

From 2013 to 2019, the foundation collaborated with First African Methodist Episcopal Church on an annual back to school shoe giveaway benefitting low income families throughout Oakland and Alameda County. Since joining efforts, over 13,400 free new pairs of shoes have been distributed to K through 12th grade students across Alameda County. 70% of the families that received shoes have annual incomes below \$25,000.



PAST COMMUNITY EVENTS

4th of July Essay Contest

From 2012 to 2018, AEG Oakland Community Foundation held an essay contest & tasked middle school students with defining in their own words what freedom means in a 500 word essay honoring Independence Day. Essay recipients were rewarded with tickets to an Oakland A's baseball game with lunch provided.

Washer & Dryer Event

In 2017 with Encompass Academy Elementary School whom reported a high population of families struggling to maintain a consistent place to live, the foundation collaborated in purchasing a washer and dryer to be onsite at the elementary school for families to be able to wash their students' uniform. Since the elementary school required students to wear uniforms, this opportunity gave parents and guardians the chance to wash without worry and give the students the confidence in clean, fresh uniforms.

A background image showing three students (two women and one man) smiling and holding large ceremonial checks from the AEG Oakland Community Foundation. The checks are for \$10,000 each, awarded to Cameron Gill and Haifa Al Gabbas. The checks are signed by Chris Wright, an authorized signatory. The background is a blurred indoor setting.

COLLEGE SCHOLARSHIP

From 2012 to 2018, college-bound students from all over Oakland and Alameda County competed in AEG Oakland's scholarship program, each year three promising students were awarded an annual \$10,000 scholarship. Provided they maintain GPA requirements, these students were eligible to renew their scholarships each year, totaling \$40,000 over their college careers.

Over four years, 12 students received \$175,000 towards college tuition. Two of the students received \$40,000 in college tuition graduating in 2019 at NYU and UC Santa Barbara.

PAST COMMUNITY EVENTS

2022 COMMUNITY RECAP



300+

Books donated to Alameda County Public Schools



170+

Alameda County elementary students attended the Halloween Trick-or-Treat event



250+

Booster seats donated to Alameda County



25+

Alameda County students attended a free college financial aid workshop



5+

Oakland High School students shadowed our staff to learn more about the live entertainment industry



55+

Gifts donated to Alameda County families & 52+ cans of food

2022 SUSTAINABILITY PROGRAM RECAP



Branding

In 2022, we designed & implemented the Arena Sustainability Program Logo. This branding will be assisting with partnership efforts as well as showcasing to artists coming to the Arena the dedication we have to sustainable efforts.

LEED Silver

In 2015, the Arena was awarded LEED Certified. In 2021, Oakland Arena was awarded LEED Silver re-certification. LEED, which stands for Leadership in Energy and Environmental Design, is a distinguished green building certification which measures the Arena's performances in energy conservation, water efficiency, waste diversion, human health, and transportation.



104 tons

of mulch added throughout the complex to aid in water retention & reduction of watering landscaping.

14



members of the newly created ASM Oakland Green Team.

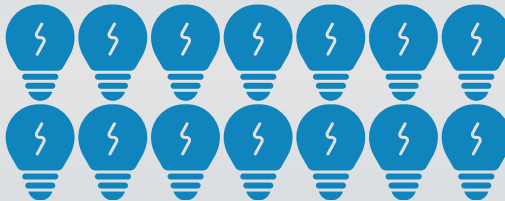
106

3 stream recycle, compost, and waste bins purchased for the Arena.

Celebrated
3



Eco holidays this year including staff & guest engagement activations.



86

LED's installed within the Arena Bowl, resulting in energy efficiency improvements.



419,504 lbs

recycled or material diverted away from trash between Jan 22' to Nov 22'.

AEG

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