

1. WHY NOW?

Community challenges require trusted leadership. Professional basketball has a unique opportunity to bring people together.

- ✓ **Communities face real challenges.**
Families, schools, and neighborhoods need more resources, opportunities, and connections.
- ✓ **People are increasingly influenced by organizations they know and trust.**
They seek leaders who listen, understand, and take meaningful action.
- ✓ **Professional basketball has unmatched influence.**
It inspires across cultures, ages, and communities like few other platforms.
- ✓ **Now is the time to lead beyond the game.**
Fans, players, and communities are ready for action that makes a difference.
- ✓ **This is more than an opportunity.**
It is a chance to strengthen communities and build a legacy that lasts.



Professional basketball brings people together and creates moments that inspire.



EXECUTIVE TAKEAWAY

Leadership begins by creating opportunities for others.



AMERICANS ALL 2.0

People • Community • Schools • Storytelling

CREATING OPPORTUNITIES.

STRENGTHENING COMMUNITIES.

SUPPORTING SCHOOLS.

CONNECTING STORIES.

2. WHY IS A PARTNERSHIP NEEDED?

Americans All 2.0 and its partner share a commitment to people, community, and opportunity.

- ✓ **Stronger Together**
Complex community challenges require shared resources, expertise, and reach to create lasting change.
- ✓ **Shared Commitment**
We are united in our commitment to equity, empowerment, and expanding opportunities for all.
- ✓ **Complementary Strengths**
The partner brings influence, credibility, visibility, and community leadership.
Americans All 2.0 brings a proven storytelling, technology, fundraising, and partnership platform.
- ✓ **Greater Impact**
Together, we can engage millions, support schools and families, and build stronger communities.
- ✓ **A Scalable Approach**
This partnership can grow from local communities to a nationwide movement.



EXECUTIVE TAKEAWAY

**When we combine our strengths,
we multiply our impact.**



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A COMMUNITY LEADERSHIP PARTNER

Advances equity and opportunity.
Leads with influence and credibility.
Mobilizes people and resources.
Drives community impact.



**AMERICANS
ALL 2.0**

Engages families and communities.
Supports schools.
Provides proven tools and technology,
Creates sustainable funding solutions.

**TOGETHER, WE CAN
CREATE A LEGACY
OF OPPORTUNITY.**

3. WHY THE NATIONAL BASKETBALL PLAYERS ASSOCIATION?

The NBPA is uniquely positioned to lead and inspire communities nationwide.



The National Basketball Players Association represents the individuals who inspire the game every day. Through its leadership, credibility, and commitment to its members, it possesses a unique ability to bring together trusted voices around a common purpose.

By inviting players, the WNBA Players Association, G League players, teams, individuals, families, schools, businesses, professional service providers, and community organizations to participate in a shared vision, the NBPA can help establish a new model of community leadership that benefits everyone involved.



EXECUTIVE TAKEAWAY

Leadership is most powerful when it inspires others to lead alongside you.



AMERICANS ALL 2.0

People • Community • Schools • Storytelling

CREATING OPPORTUNITIES.

STRENGTHENING COMMUNITIES.

SUPPORTING SCHOOLS.

CONNECTING STORIES.

4. WHY AMERICANS ALL 2.0?

PROPOSAL



When everyone participates, everyone benefits.



AMERICANS ALL 2.0
People • Community • Education

CREATING OPPORTUNITIES.

STRENGTHENING COMMUNITIES.

SUPPORTING SCHOOLS.

CONNECTING STORIES.

5. WHY CREATE THIS PARTNERSHIP?

Two Missions. Shared Values. Greater Impact.



Together, they create opportunities neither could achieve alone.

PROFESSIONAL BASKETBALL CONTRIBUTES		
	INSPIRATION	A platform that motivates and unites.
	CREDIBILITY	A trusted voice with national reach.
	LEADERSHIP	A track record of leadership and social impact.
	VISIBILITY	Unmatched visibility to engage and mobilize.



STRONGER SCHOOLS

STRONGER COMMUNITIES

STRONGER CONNECTIONS

AMERICANS ALL 2.0 CONTRIBUTES		
	STORYTELLING PLATFORM	Stories that build understanding and connection.
	TECHNOLOGY PLATFORM	A secure, scalable platform that's easy to use.
	FUNDRAISING PLATFORM	A sustainable model that generates ongoing support.
	PARTNERSHIP PLATFORM	A network that connects communities and creates value.



AMERICANS ALL 2.0
People • Community • Schools • Storytelling

CREATING OPPORTUNITIES. | STRENGTHENING COMMUNITIES. | SUPPORTING SCHOOLS. | CONNECTING STORIES.

6. WHY LEAD?

PROPOSAL
IAL

Leadership creates opportunities. Vision creates a legacy.



PROFESSIONAL
BASKETBALL
inspires.



TOGETHER,
COMMUNITIES THRIVE.



AMERICANS ALL 2.0
connects.

Some opportunities change organizations. Others change communities.

The opportunity is here. The leadership decision belongs to you.



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People • Community • Schools • Storytelling

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