

STATE OF THE COALITION

NATIONAL BASKETBALL
SOCIAL JUSTICE
COALITION



5TH ANNIVERSARY EDITION

NOVEMBER 2025

OUR ADVOCACY FORMULA IS SIMPLE

AWARENESS + ACTION = IMPACT



FIVE YEARS OF IMPACT

The Coalition is celebrating 5 years of impact — **five seasons** of driving change, building momentum, and **championing justice**. With the 2025–2026 season underway, we’re staying focused on **meaningful policy wins**. This season’s playbook targets four key areas within our issues: **second chances, violence prevention, ballot access, and alternative emergency response**. With these goals in sight, we’re working to advance legislation and policy measures that deliver real impact for communities.

WE’RE TAKING OUR GAME TO THE NEXT LEVEL.

As we commemorate our fifth anniversary, we’re proud to launch our [new website](#) — a refurbished home court where you can explore our mission, follow our progress, and join us in executing our gameplan.

Visit the site





NEW SIGNATURE PROGRAM!

JUMP LEADERSHIP ACCELERATOR

The Coalition has teamed up with Larry Miller (Chairman of Jordan Brand, Nike) and his Justice & Upward Mobility Project (JUMP) and Jobs for the Future (JFF) to launch the **JUMP Leadership Accelerator, a new educational program designed to empower the next generation of changemakers.** The Accelerator will tip off during the 2025-26 season in collaboration with four NBA Teams.

Each team will select and host JUMP Leaders (ages 18-25) and partner with a local advocacy organization to drive a social impact project in the community. Throughout the season, participants will build advocacy skills, support team-led social impact efforts, and engage with key NBA leaders and policymakers.



Cynt Marshall (former CEO, Dallas Mavericks) moderates a fireside chat with Larry Miller exploring the journey to the Justice & Upward Mobility Project (JUMP).

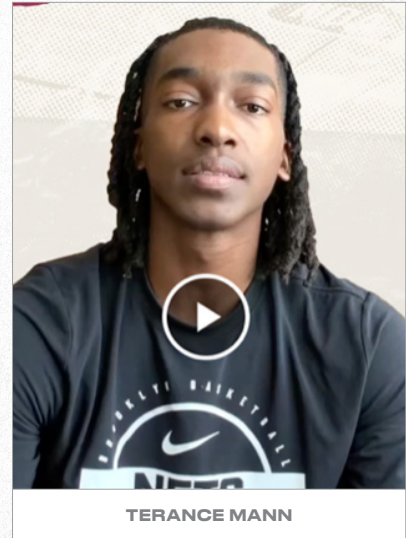
Stay tuned for JLA updates



YOUTH JUSTICE ACTION MONTH

October is [Youth Justice Action Month \(YJAM\)](#)—a national effort to raise awareness about the importance of investing in young people impacted by the justice system and creating pathways to opportunity that build stronger and safer communities. This October, Brooklyn Nets Guard and Coalition board member **Terance Mann** and the [Terance Mann Complete Player Foundation](#) teamed up with the [Coalition for Juvenile Justice](#) to shine a light on the issue.

To learn more about YJAM and how you can take action for youth justice, [visit our website](#) for our latest *Policy Play* on Juvenile Justice, which we will be sharing out soon.



TERANCE MANN

Hear from Terance



CLIPPERS COMMUNITY SUMMIT

On September 10, the Coalition participated in the **Los Angeles Clippers Community Summit** at Intuit Dome, joining panel and presentation discussions on social impact—and sharing insights on our mission and advocacy priorities. The event brought together local organizations and community leaders to build meaningful connections, promote dialogue, and increase collaboration to **amplify our collective impact**.

“GIVE & GO” POLICY LEARNING SERIES: VOTING

On Sept. 29, we hosted the third entry in our “Give & Go” Policy Learning Series, with a focus on **voting rights**. The session highlighted the [60th anniversary of the Voting Rights Act of 1965](#), discussed changes in voting legislation, and highlighted the NBA’s continued leadership in non-partisan civic engagement initiatives. The event attracted over **100** attendees and featured insights from **Alencia Johnson** (Founder, 1063 West Broad), **Erika Swilley** (Executive Director, National Basketball Players Association Foundation), **Kyle Lierman** (CEO, Civic Nation), **Anil Nathan** (Co-Founder/Board Co-Chairman, We the Veterans), and **James Cadogan** (Executive Director, Coalition).

Watch discussion highlights



NATIONAL VOTER REGISTRATION DAY

In recognition of **National Voter Registration Day (NVRD)**—a nonpartisan holiday dedicated to voter education, engagement, and registration—the Coalition and the Social Impact & Inclusion team (SII), as part of the NBA’s broader civic engagement efforts, partnered with NVRD and When We All Vote to provide **in-office voter registration** at both its New York and New Jersey locations. **More than 130 NBA staff participated**, stopping by to get registered and ready to vote.

2025 CLEVELAND SUMMIT: A SEAT AT THE TABLE

On August 7, the Cleveland Cavaliers and the Coalition hosted the **“A Seat at the Table: Voices of Tomorrow” Summit** at Rocket Arena in Cleveland. To mark the legacy of the 1967 Cleveland Summit and five years of the Coalition’s work, the event launched two new signature programs empowering the next generation of changemakers: the Cavaliers Social Impact Academy and JUMP Leadership Accelerator.

Speakers included Rock Entertainment Group and Cavs leadership—**Nic Barlage** (CEO), **Koby Altman** (President, Basketball Operations), and **Kevin Clayton** (Chief Impact & Equity Officer)—alongside **Larry Miller** (Chairman, Jordan Brand Advisory Board; Founder, JUMP), **Cynt Marshall** (CEO, Marshalling Resources; Fmr. CEO, Dallas Mavericks), **Caron Butler** (Asst. Coach, Miami Heat), **Janice Braxton** (Ret. WNBA Player, Rockers), **Daniel “Booby” Gibson** (Ret. NBA Player, Cavaliers), and local elected officials.

The event welcomed hundreds of attendees, including civic and sports leaders, youth participants, and media representatives.



KEVIN CLAYTON

DANIEL GIBSON,
CARON BUTLER

NIC BARLAGE

JANICE BRAXTON

2025 CONGRESSIONAL BLACK CAUCUS WEEKEND: REENTRY PANEL

SJC ED James Cadogan joined U.S. Congressman **Danny K. Davis** (D-IL) and a panel of elected officials, service providers, policy experts, and impacted individuals to discuss reentry housing access, employment, mental health, and record expungement policy. Speakers included **Juliana Stratton** (Lt. Governor of Illinois), **Joseph Mapp** (City of Chicago, Director of Re-Entry), and **Victor B. Dickson** (President & CEO, Safer Foundation).



GET THE FACTS

POLICING REFORM

[Limiting the Military's Role in Law Enforcement](#)
(Brennan Center for Justice)

[Improving Public Safety Through Better Accountability & Prevention](#)
(Center for American Progress)

COMMUNITY SAFETY

[How States Can Lead on Community Safety: Five Recommendations for Prevention and Reducing Violence](#)
(Brookings Institution)

[Stopping Violence Before It Starts](#) (Podcast interview featuring the Coalition to Advance Public Safety)

VOTING RIGHTS

[Gerrymandering Explained](#)
(Brennan Center for Justice)

[A State-by-State Guide to the Gerrymandering Fight for Congress](#)
(New York Times)

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