

NBA关怀行动—篮球无疆界

2005年10月,美国篮球协会发起了NBA关怀行动,一个全球性的倡议扩大对社区和社会责任的服务,以帮助解决重大社会问题,重点放在资助与教育,青年和家庭发展和健康有关的项目。通过NBA关怀行动,协会,球队及队员将到2010年前致力于以下的事项:

- 为慈善事业募捐一亿美元。
- 动手在全世界为社会投入了100万小时的志愿服务。
- 建立了超过100个场所供孩子们和他们的家庭生活,学习和游玩。

在中国,美国篮球协会的一个目的是通过提供学习和游乐中心,同时还倡导一种健康积极的生活方式,帮助和改善民工子弟学校的孩子们的学习和游乐环境。自2005年以来,已有两个项目在进行中。这些项目结合每年的篮球无疆界亚洲营地——一个为青少年指导打篮球的场所,其特征是有NBA现在和过去的队员和球队的教练员为他们当教练。

2005年篮球无疆界亚洲营地开营时,给北京昌平区的汇蕾民工学校捐赠一所新的大楼和锐步资助的篮球场。大楼包括一间有着45台电脑的多媒体教室和一个有2,500本书的图书馆。美国篮球协会和中华慈善基金会,北京慈善协会,在北京的美国驻华使馆和英特尔合作建立了这一学习和康乐中心。

2006年,美国篮球协会在上海杨浦区早盛民工子弟学校重修了现有的一所大楼建立了一个NBA关怀行动的学习和康乐中心。这个楼现有一间有着20台计算机的多媒体教室,和有2,000多本书的图书馆。海尔资助修建和捐赠给学校海尔电视机。诺基亚投资建立一个篮球场。美国篮球协会捐赠教材,卫生用品,篮球设备和衣服。这些公司合伙与上海慈善基金会合作为民工子弟提供他们得不到的东西。同时,由于美国篮球协会的声望,他们也推动了公众对这些孩子和学校的困境的了解。

在中国关于企业社会责任其它方面的努力

- 与联合国儿童基金会合作。NBA与联合国儿童基金会启动由NBA关怀行动支持的“艾滋病预防生活技能材料箱”。这一伙伴关系将进一步加强社会各界对“携手儿童青少年,携手抗击艾滋病”全球运动的承诺。美国篮球协会还制作了一系列的公益服务的宣传,其中包括一项由姚明讲解的。
- 与中国预防艾滋病宣传制作合作。为艾滋病项目制作了一张宣传海报,及一个姚明和魔术师约翰逊参与的公益广告。
- 与特殊奥运会合作,提供篮球培训课,同时将姚明作为2007年特殊奥运会的代表。

NBA Cares—Basketball Without Borders

In October 2005, the NBA launched its NBA Cares program, a global community outreach and social responsibility initiative that addresses important social issues with an emphasis on programs that support education, youth and family development, and health-related causes. Through NBA Cares, the league, players, and teams have dedicated themselves to do the following by 2010:

- Raise and contribute USD 100 million for charity.
- Donate more than 1 million hours of hands-on volunteer service to communities worldwide.
- Build more than 100 places where kids and families can live, learn, and play.

In China, one of the NBA objectives is to help provide an improved environment for children in migrant schools through learn and play centers and through promoting a healthy, active lifestyle. Two projects have been undertaken since 2005. These projects dovetail with the annual Basketball Without Borders Asia camp, a basketball instructional camp for young people that features current and former NBA players and team personnel as camp coaches.

During the inaugural Basketball Without Borders Asia camp in 2005, a new building and Reebok-sponsored basketball court were donated to the Hui Lei migrant school in Beijing's Changping District. The building includes a multimedia room with 45 computers and a library with more than 2,500 books. The NBA partnered with the China Charity Foundation, the Beijing Charity Association, the U.S. Embassy in Beijing, and Intel to establish this learn and play center.

In 2006, the NBA refurbished an existing building to create an NBA Cares Learn & Play Center at the Pusheng migrant school in Shanghai's Yangpu District. The facility now has a multimedia room with 20 computers and a library with more than 2,000 books. Haier funded the refurbishment and donated Haier televisions to the school. Nokia sponsored the building of a basketball court. The NBA donated educational materials, hygiene products, basketball equipment, and clothing. These corporate partners worked jointly with the Shanghai Charity Foundation to provide the migrant children with resources that they would not have had otherwise, and, through the popularity of the NBA, they raised awareness of the plight of these children and schools.

Other CSR efforts in China

- Collaboration with UNICEF on Skills for Life in a Box and the Unite for Children, Unite Against AIDS campaign. The NBA has produced a series of public service announcements, including one narrated by Yao Ming.
- Collaboration with the China AIDS Media Project to produce a poster and a PSA series featuring Yao Ming and Magic Johnson.
- Partnership with Special Olympics, featuring a clinic for Special Olympics athletes and Yao Ming as the 2007 Special Olympics spokesman.



美国篮球协会(NBA)资产有限公司

核心业务: 销售运动用品
进入中国市场年份: 2002
全球职工人数: 1,000
在华职工人数: 30
网址: www.nba.com

NBA PROPERTIES, INC.

Core business: Sports marketing
Year of China market entry: 2002
Employees worldwide: 1,000
Employees in China: 30
Website: www.nba.com