



NATIONAL DAY AGAINST GUN VIOLENCE

A component of the Toronto Raptors
Community Safety Action Plan

MAY 2023

TORONTO RAPTORS - CULTURE AND INCLUSION



HOW IT STARTED

MAY 2022



MAY 14, 2022

Buffalo, N.Y
Supermarket Shooting

10 killed, 3 wounded in racist shooting at Buffalo supermarket, officials say.



MAY 24, 2022

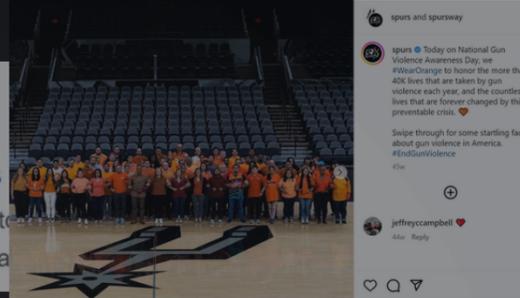
Uvalde, TX
Robb Elementary School

'It's pathetic': NBA coach Steve Kerr rails against U.S. senators for inaction on gun violence

NBA TEAMS DECIDED TO TAKE A STAND

PLAYERS, COACHES, AND TEAM
PERSONNEL RESPONDED BY
ACTIVATING IN SUPPORT OF
NATIONAL GUN VIOLENCE
AWARENESS DAY AND **WEAR ORANGE
WEEKEND**

NBA.com
https://www.nba.com › warriors › news-blogs › warrio...
Warriors Advocate For Gun Violence Awareness
Jun 6, 2022 — The Warriors and Celtics shared a united message to... ahead of Sunday's Game 2 showdown at Chase Center, with both tea...



The Guardian
https://www.theguardian.com › sport › may › steve-ke...
Warriors' Kerr labels US action on gun control 'pathetic' in ...
May 25, 2022 — ... a passionate speech condemning gun violence in the United States. His team played Game 4 of the NB...
WASHINGTON D.C. SPORTS TEAM UP ON NATIONAL GUN VIOLENCE AWARENESS DAY
Team: Golden State Warriors
June 3, 2022



DAILY COVER
The Warriors Didn't Visit the White House Just to Celebrate. They Went to Discuss Gun Violence.
For Steve Kerr and the 2022 NBA champions, their rec... doubled as a policy summit—and marked an evolution...

NPR
https://www.npr.org › gregg-popovich-gun-control-speech
NBA coach Gregg Popovich criticizes lawmakers over gun ...
19 hours ago — San Antonio Spurs Coach Gregg Popovich made a long, impassioned sp... Sunday condemning politicians' handling of gun violence in the U.S..

Boston Celtics
@celtics
Today is National Gun Violence Awareness Day.
In the coming weeks we are going orange and using our platform to uplift voices of those advocating for change.
Learn more at wearorange.org
2:41 PM · Jun 3, 2022
352 Retweets 37 Quotes 2,724 Likes
8 Bookmarks

MEDIA ADVISORY

Washington D.C. Sports Team Up on National Gun Violence Awareness Day and Commit an Initial Investment of More Than \$85,000 to Everytown for Gun Safety

Mystics, Capitals, Commanders, Nationals, Spirit, Wizards and Shadow unite and make a call to action

LOCAL
Dallas Mavericks urging people to contact local officials regarding gun violence, wear orange from June 3-5
By Tyler Manning
Updated: Jun 3, 2022 / 11:50 AM CDT
Dallas Mavericks owner Mark Cuban during an NBA basketball game against the San Francisco State Warriors in San Francisco, Sunday, Feb. 27, 2022. (AP Photo/Jeff Chiu)
Read More

https://www.nba.com › cavaliers › news › releases-gun...
National Gun Violence Awareness Day
Jun 3, 2022 — National Gun Violence Awareness Day ... Today, we're dedicating our social platforms to #WearOrange and honoring those whose lives have been taken ...

wear orange



NATIONAL GUN VIOLENCE AWARENESS DAY

**29 NBA TEAMS
PARTICIPATED
EXCEPT FOR THE
~~TORONTO RAPTORS~~**

OBSERVED ON THE FIRST FRIDAY OF JUNE IN THE US, THE
TORONTO RAPTORS ARE THE ONLY TEAM THAT WAS UNABLE
TO JOIN ALONGSIDE OUR NBA FAMILY.



TAKE ACTION TAKE ACTION TAKE ACTION TAKE ACTION TAKE ACTION TAKE ACTION

CRIME

OPP investigate after road rage incident turned into shooting along Hwy 401

By Hannah Jackson • Global News
Posted September 7, 2022 1:35 pm

Toronto & GTA / Ontario / News / Crime

19-year-old man dead after shooting in Etobicoke apartment building

By Gabby Rodrigues • Global News
Posted November 21, 2022 6:27 am · Updated



CRIME

Suspect arrested after 'actively shooting' at officers in Scarborough

"Officers arrived on scene and located three men suffering from gunshot wounds," officers said in a previous news release.

Toronto police investigate Scarborough Golf Club Road shooting

By Isaac Callan • Global News
Posted November 26, 2022 9:45



CRIME

Police identify victim killed in shooting in Toronto

By Hannah Jackson • Global News
Posted November 17, 2022 1:54 pm · Updated November 17, 2022 7:

A Toronto Police Service cruiser. Nick Westoll / File / Global News

17-year-old identified as boy killed in Toronto shooting

GTA

18-year-old man injured after daylight shooting in Flemingdon Park

Woman with serious injuries after Etobicoke shooting: police

When police arrived, they were met with several small gunshots.

Man shot dead after shooting in Liberty Village

Toronto Raptors Community Safety Action Plan - April 2023

1 person taken to hospital after shooting in Toronto: police

Police officer at a scene where three people at a shooting reported at Queen and Spadina. Authorities have described a suspect who already

Hamilton police identify victim in fatal overnight shooting

Peterborough man facing 2 charges in connection with fatal Toronto shooting

Toronto man facing attempted murder charge for double shooting in Vaughan

One man dead after shooting that locked down Union Station

Man fatally shot near Weston and Lawrence on Saturday night: Toronto police

Toronto man sentenced to life in prison for shooting innocent father in Brampton

Arrest made in fatal shooting of Toronto man in front of daughter

Man taken to hospital after daylight shooting in Scarborough: police

Gun fired in Toronto high school slightly injuring worker, police say

Boy, 17, arrested for Brampton high school shooting

Man taken to hospital after daylight shooting in Toronto: officials

Man seen chasing another person with a gun

Man shot dead in downtown Toronto as bullets fly across the city

Another deadly daylight shooting on a busy Toronto street

Toronto murder in shooting

Toronto police investigate Scarborough plaza

Man shot dead in Scarborough

Woman taken to hospital after shooting in Etobicoke



CRIME

A 23-year-old man is Hamilton's latest murder victim

Everton Frost of Hamilton died after being shot up in three separate incidents.

Man shot dead in downtown Toronto as bullets fly across the city

Another deadly daylight shooting on a busy Toronto street

Toronto murder in shooting

Toronto police are appealing for information and witnesses after three men were shot, one fatally, at an indoor soccer and basketball facility in North York over the Thanksgiving weekend.

Fatal shooting outside Woburn Collegiate renews calls for stronger gun laws

Mississauga, Milton leave 2 dead including Toronto police officer

Teen dies after daylight Scarborough shooting: police

Gun fired in Toronto high school slightly injuring worker, police say

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Man dead after Saturday night shooting in Scarborough

Another deadly daylight shooting on a busy Toronto street

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The city's 58th murder victim of the year was gunned down on the Danforth as nearby schools were letting out for the day

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HOW WE GOT INVOLVED

JUNE - JULY 2022



JUNE 29TH

Raptors were invited to attend a community roundtable with Minister of Public Safety and the Mayor of Toronto where the Federal government committed \$12M to help community groups tackle gun violence in the city



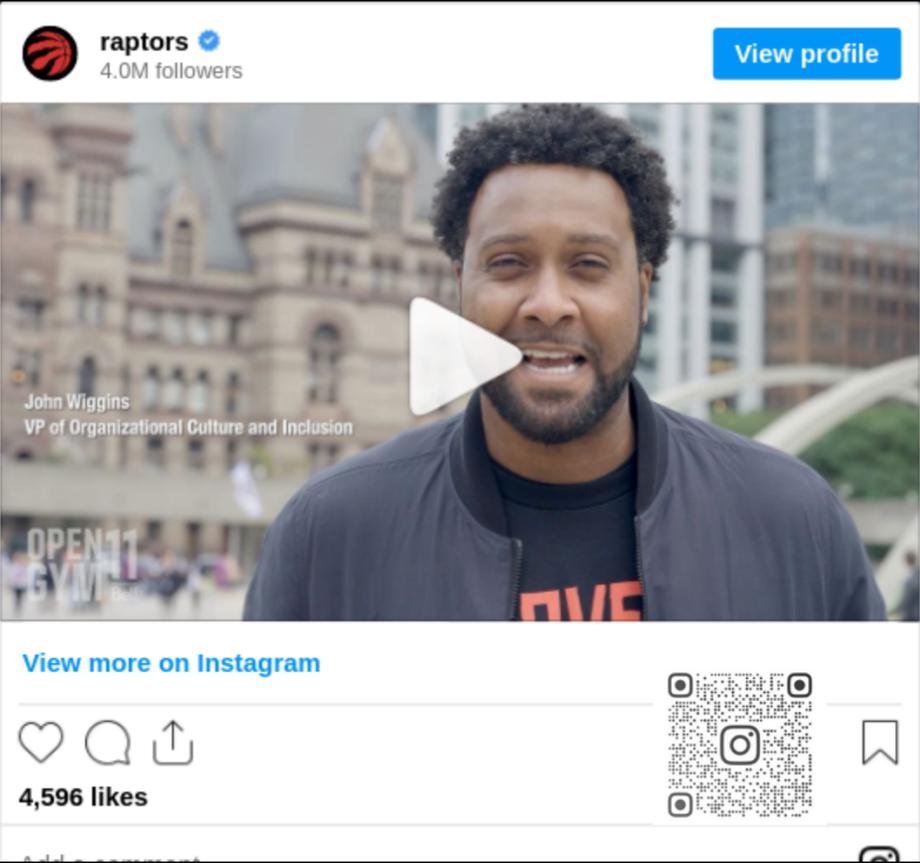
JULY 5TH

Prime Minister Trudeau and Masai Ujiri hosted a community round table involving 30 community organizations and civic leaders. Masai commits that Raptors will join the movement to reduce gun violence in the city



HOW WE TOOK ACTION

AUG- DECEMBER 2022



SEPTEMBER 24TH

Raptors and MLSE staff participate in a Community March against Gun Violence

DECEMBER 1ST

A formal letter from the Toronto Raptors Vice Chairman and President of Basketball Operations Masai Ujiri was submitted to the Prime Minister's Office calling for a National Day of Gun Violence Awareness to be recognized in Canada

FOCUS GROUP SESSIONS



RAPTORS MET WITH COMMUNITY ACTIVIST GROUPS AND NEIGHBOURHOOD ORGANIZATIONS TO COLLECT THEIR FEEDBACK AND SUGGESTIONS ON THE ROLE THAT CAN BE PLAYED TOWARDS REDUCING GUN VIOLENCE IN THE CITY.

THEIR VOICES LED US TO OUR COMMUNITY SAFETY ACTION PLAN
PREVENTION - INTERVENTION - HEALING



OUR APPROACH

WE WILL WORK TO ADVOCATE AND ADVANCE COMMUNITY SAFETY IN 3 WAYS:



TODAY

PREVENTION

PROVIDE PLATFORMS, PROGRAMS AND OPPORTUNITIES THAT AVERT COMMUNITY MEMBERS FROM SITUATIONS THAT LEAD TO OR INVOLVE INFRINGING ON THE SAFETY OF THE PUBLIC



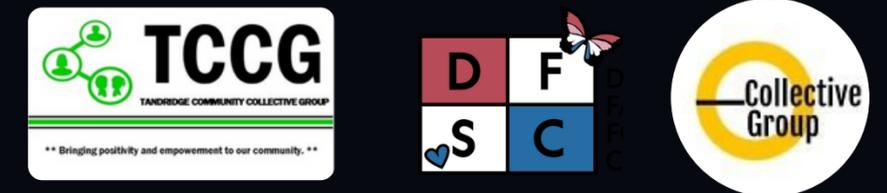
INTERVENTION

COLLABORATE WITH AND SUPPORT COMMUNITY AMBASSADORS WITH LIVED, RELATABLE EXPERIENCE BY PROVIDING RESOURCES AND TOOLS TO INTERCEPT AND DIVERT IMPRESSIONABLE COMMUNITY MEMBERS



HEALING

AS AN EMPATHETIC COMMUNITY BUILDER, WE CAN UNIFY PEOPLE THAT HAVE BEEN IMPACTED BY TRAGEDY AND REAFFIRM THAT THE SPACES WE HAVE BUILT AND SUPPORTED ARE SAFE FOR THEIR FAMILIES AND FRIENDS



FUTURE

EMPOWERMENT FUND

A CALL TO ACTION THAT PRESENTS OPPORTUNITY FOR OUR EMPLOYEES, PARTNERS, AND FANS TO CONTRIBUTE TO OUR SOCIAL JUSTICE ACTIONS





PARTNERS AND SUPPORTERS

OF THE COMMUNITY SAFETY CAMPAIGN

CURRENT (F23-F24)



PROJECT #ENGAGE416



DIVERSITY CUP

FUTURE (F25 - F27)

NATIONAL BASKETBALL
SOCIAL JUSTICE
COALITION   



WCHI
WOMEN'S COLLEGE HOSPITAL
Health care for women | REVOLUTIONIZED




COMMUNITY
IMPACT
CLINICS



JUNE 2023 - FORWARD

HOW WE MOVE FORWARD?

APRIL - JUNE 2023



APRIL 2023

Discuss internally to determine a implementation and execution strategy, with input from all key MLSE Stakeholders



MAY 2023

Coordinate a communication campaign by collaborating with the PMO, civic leaders, community organizations, and media partners

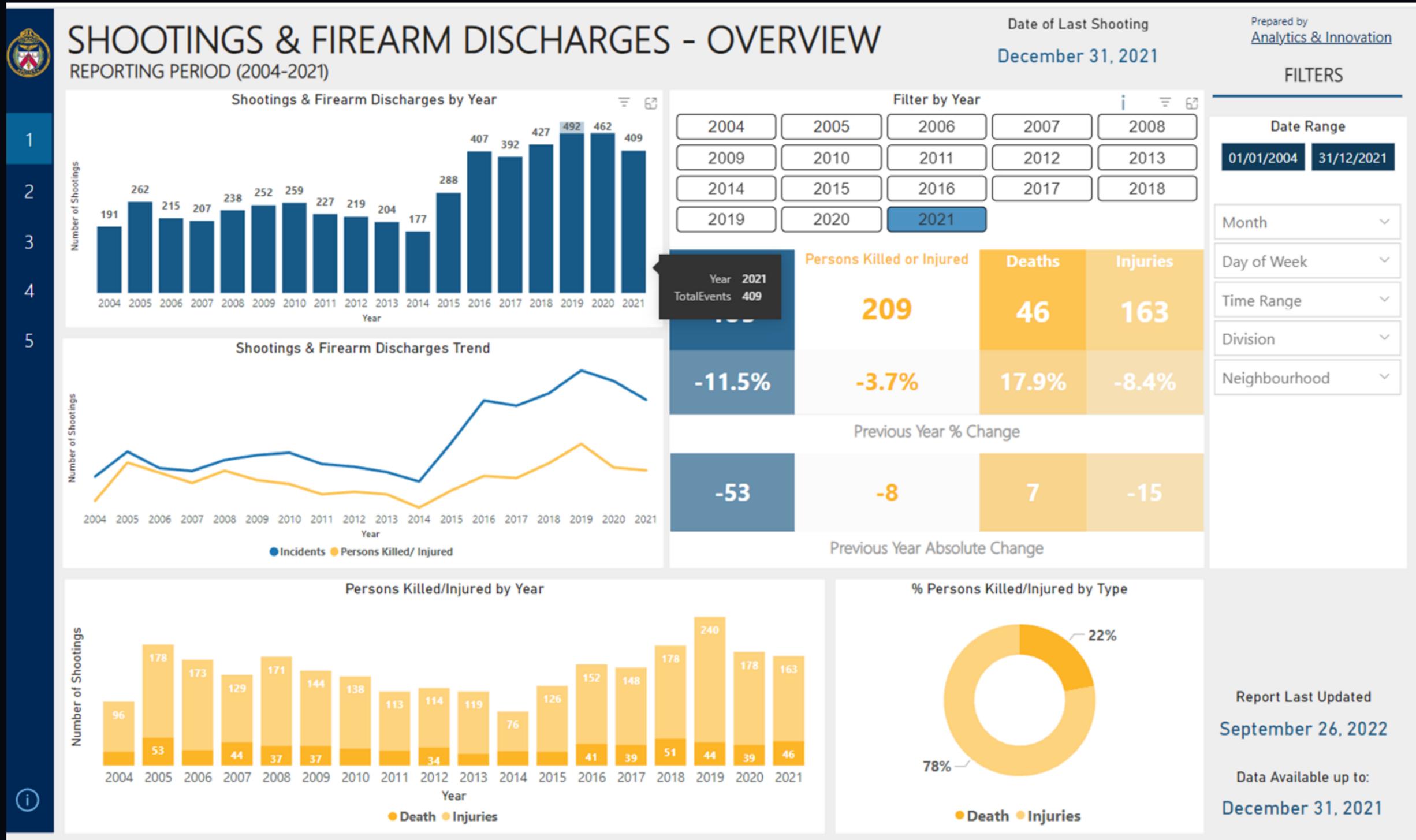


JUNE 1ST, 2023

Announcement - Proclamation Requesting That the People of Canada Observe the First Friday in June of Every Year as a National Day Against Gun Violence



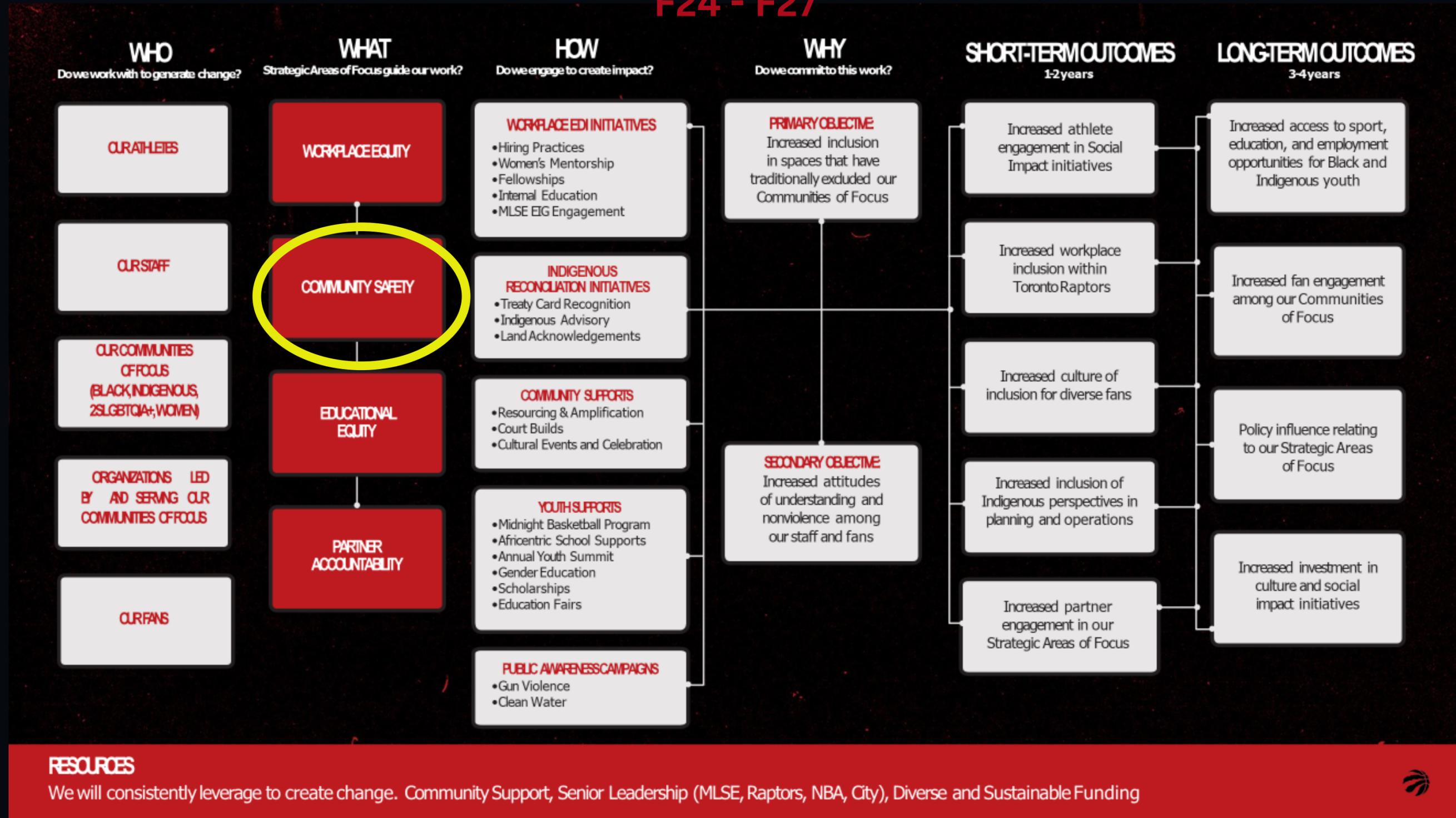
Appendix A - 2004 - 2021 Toronto Public Safety Data Portal



Appendix B - Toronto Raptors Culture and Social Impact Strategy



F24 - F27



RESOURCES

We will consistently leverage to create change. Community Support, Senior Leadership (MLSE, Raptors, NBA, City), Diverse and Sustainable Funding





Appendix C - NATIONAL BASKETBALL SOCIAL JUSTICE COALITION



Mission

THE NATIONAL BASKETBALL SOCIAL JUSTICE COALITION IS A 501(C)(4) ADVOCACY ORGANIZATION THAT LEADS THE NBA FAMILY'S COLLABORATIVE EFFORTS TO ADVANCE SOCIAL JUSTICE AND DISMANTLE SYSTEMIC RACIAL INEQUALITY. FORMED JOINTLY BY THE NBA, NBPA, AND NBCA IN 2020, THE COALITION LEVERAGES THE GAME OF BASKETBALL'S INFLUENCE TO SEEK AND ACHIEVE POLICY CHANGE AT THE FEDERAL, STATE, AND LOCAL LEVEL.

Approach

WE WORK TO ADVANCE SOCIAL JUSTICE IN 3 WAYS:

- **AWARENESS.** WE USE THE NBA PLATFORM TO BRING ATTENTION TO CRITICAL SOCIAL JUSTICE ISSUES.
- **LEADERSHIP.** WE SUPPORT LEARNING AND LEADERSHIP BY PLAYERS, TEAMS, AND ORGANIZATIONS ACROSS THE NBA COMMUNITY.
- **ACTION.** WE ADVOCATE FOR BETTER LAWS AND POLICIES ON THE FEDERAL, STATE, AND LOCAL LEVELS.

VOTING RIGHTS

PROTECTING THE FIRST RIGHT OF DEMOCRACY BY STRENGTHENING ACCESS TO THE BALLOT FOR ALL AMERICANS.

POLICING

ELIMINATING BIAS, ENSURING ACCOUNTABILITY, AND BUILDING STRONGER COMMUNITY RELATIONSHIPS.

CRIMINAL JUSTICE

COMBATTING MASS INCARCERATION, SHRINKING AMERICA'S PRISON SYSTEM, AND SUPPORTING RETURNING INDIVIDUALS.